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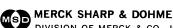


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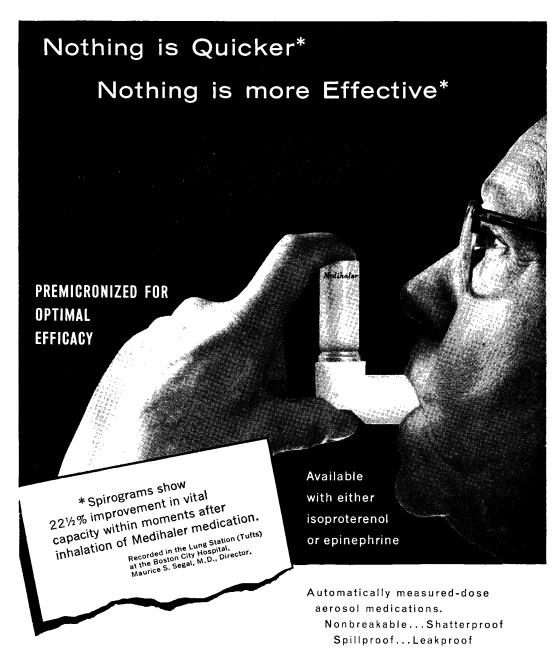
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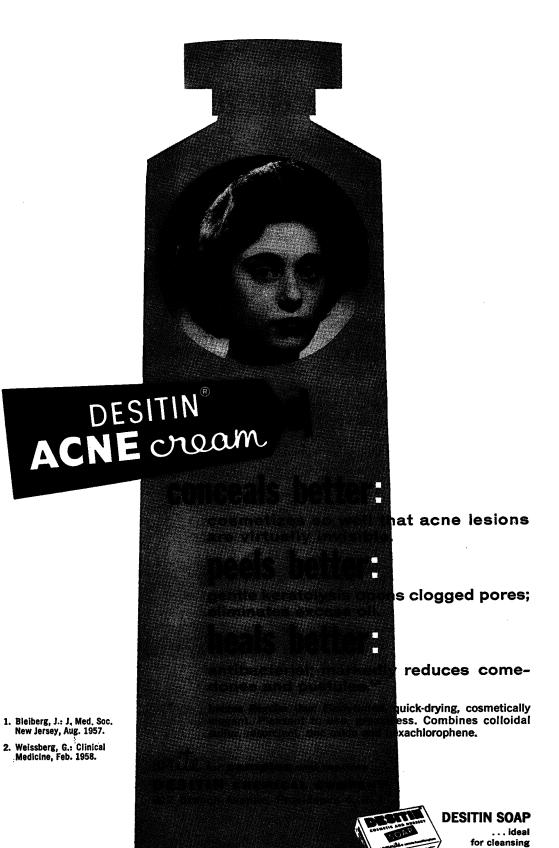
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teen-agers' skin

now-in nasal polyposis' effective medical treatment

"The problem of recurring nasal polyposis continues to plague the rhinologist. It also continues to harass the patient whose relief of nasal obstruction following repeated operations is all too brief."²

The pathogenesis of nasal polyposis has been linked to chronic sinusitis,^{8,4} and to respiratory allergy, including asthma.⁵ The TRIAMINIC-HC formula provides rational therapy in relation to this etiology.

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Corticosteroid therapy, alone and in combination with antibacterial therapy, has

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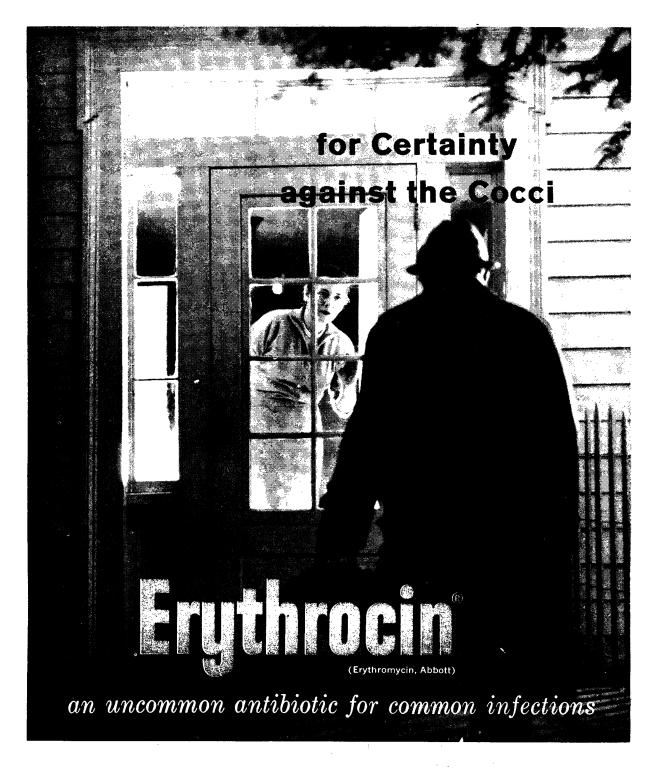
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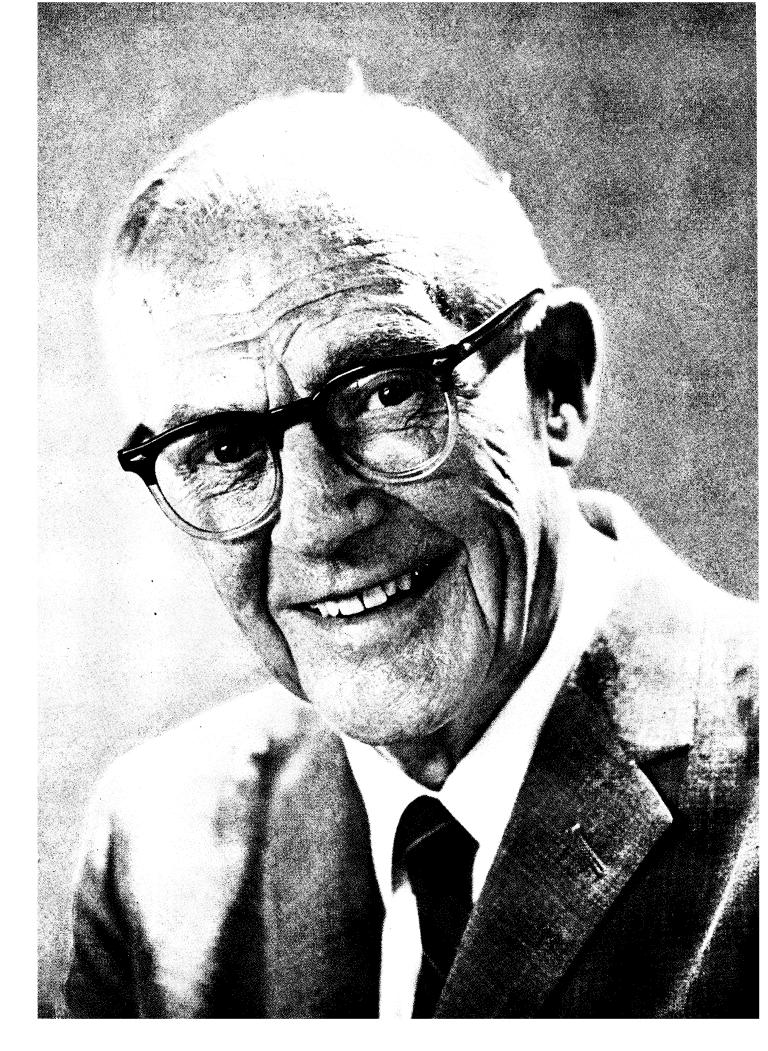
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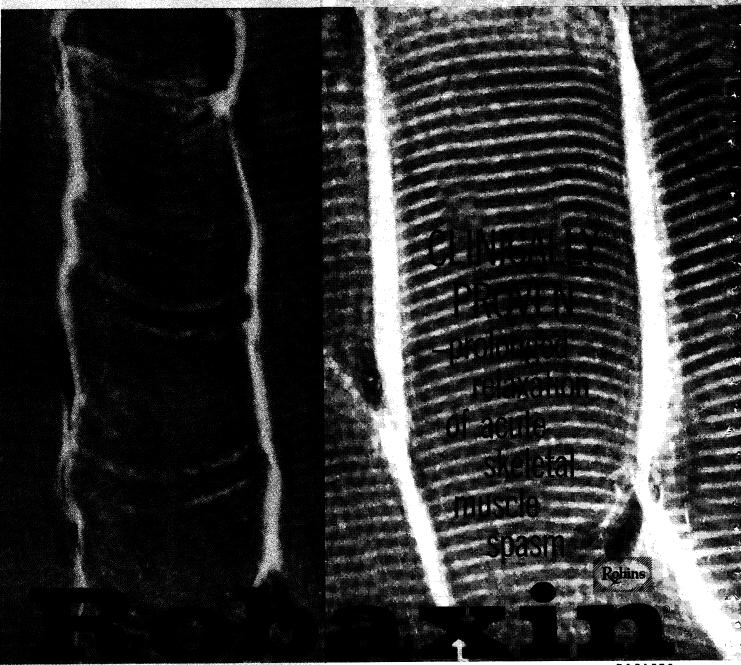
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Park ^s	30	"significant" 27	– 2	1
Plumb 6	60	"gratifying" 55		5
TOTALS	236	184 (78.0%)	34 4 (14.4%)	14

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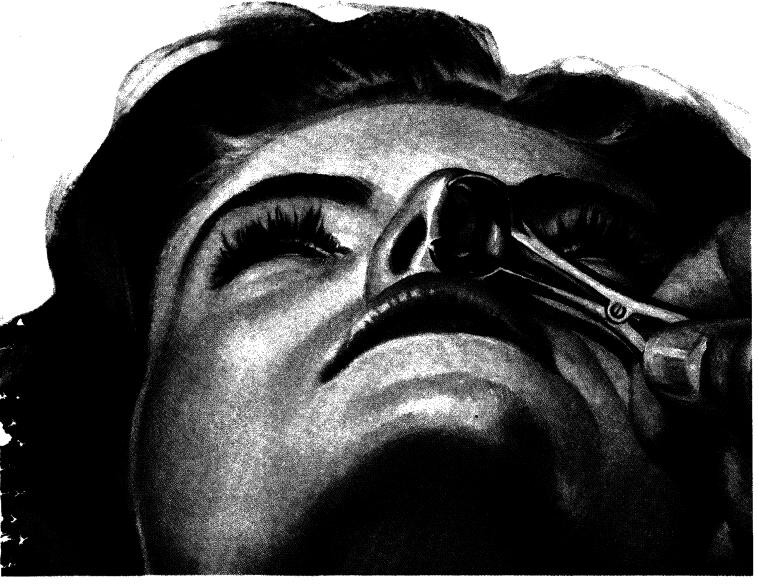
- Highly potent—and long acting. 1,2,3
- Relatively free of adverse side effects.^{1,2,3,5,6}
- In ordinary dosage, does not reduce muscle strength or reflex activity.¹

REFERENCES: 1. Carpenter, E. B.: Southern M. J. 51:627, 1958. 2. Forsyth, H. F.: J.A.M.A. 167:163, 1958. 3. Lewis, W. B.: California Med. 90:26, 1959. 4. O'Doherty, D. S., and Shields, C. D.: J.A.M.A. 167:160, 1958. 5. Park, H. W.: J.A.M.A. 167:168, 1958. 6. Plumb, C. S.: Journal-Lancet 78:531, 1958.

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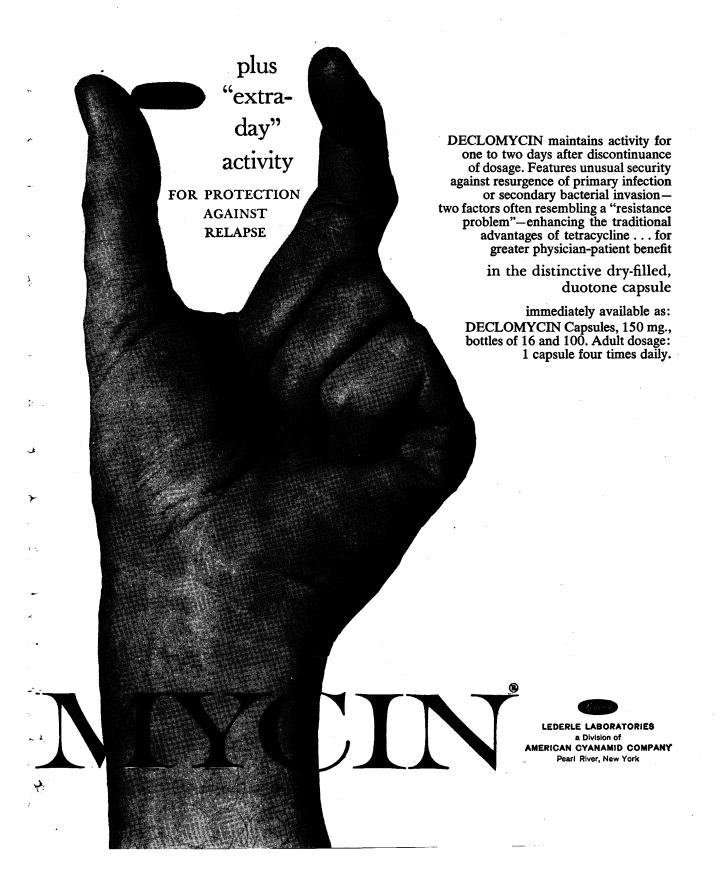
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*Hirsch, H. A., and Finland, M.: New England J. Med. 260:1099 (May 28) 1959.



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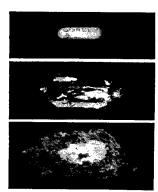
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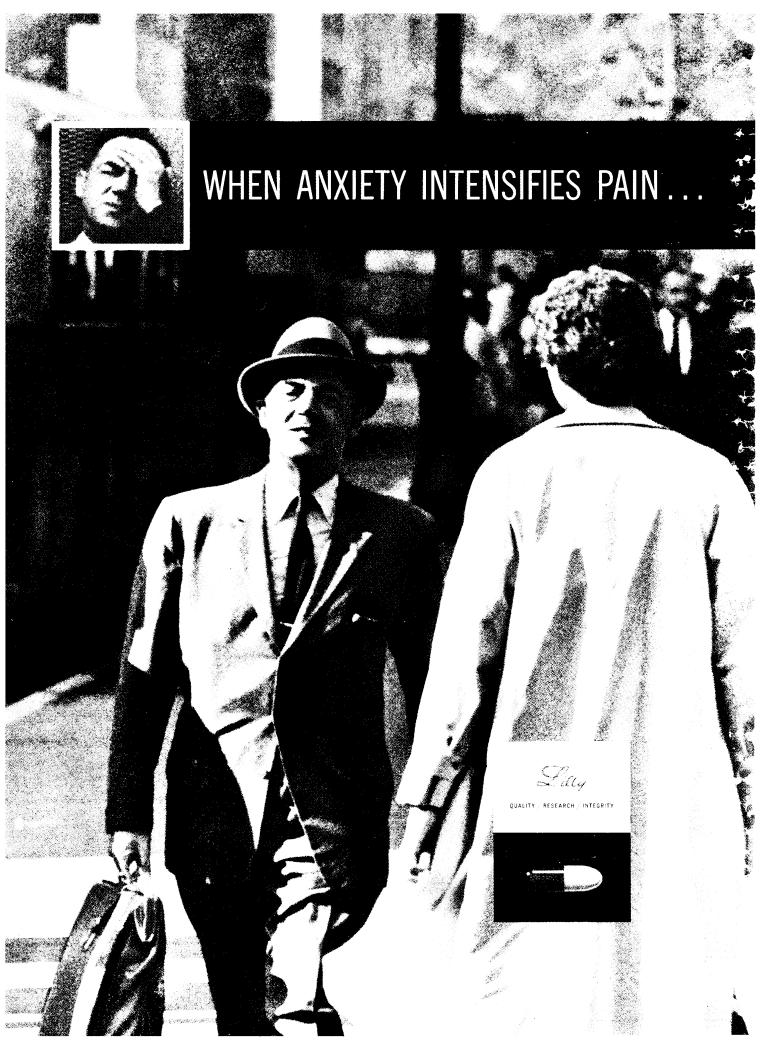
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1. Kety, S. S.: A medical regimen for benign rectal disorders, GP 10:75, Nov., 1954.

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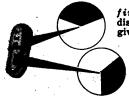
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CH-828



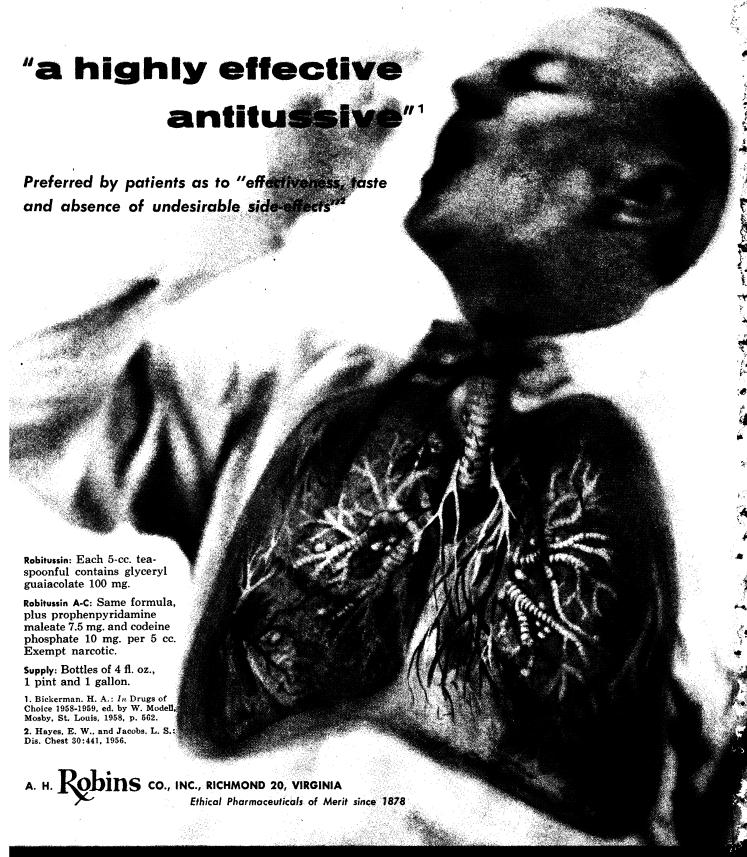
mulae provide adserbent, demul and sedative effects—with or without an a may be desired. For prompt and more dependable cont ally all diarrheas.

DONNAGEL: In each 30 cc. (1 fl. oz.): Kaolin (90 gr.) 6.0 Gm.

A. H. ROBINS CO., INC., RICHMOND 20 Ethical Pharmacouticals of Mori

...for all ages...i





Robitussin or Robitussin A-C

Robins



while they are planning their family

they need your help more than ever



the most widely prescribed contraceptive

WHENEVER A DIAPHRAGM IS INDICATED

CONVENIENCE and ECONOMY

for that all-important first dose of broad-spectrum antibiotic therapy New

TERRAMYCIN' INTRAMUSCULAR SOLUTION

Initiation of therapy in minutes after diagnosis with new, ready-to-inject Terramycin Intramuscular Solution provides maximum, sustained absorption of potent broad-spectrum activity.

...and for continued, compatible. coordinated therapy

COSA-TERRAMYCIN' CAPSULES

Continuation with oral Cosa-Terramycin every six hours will provide highly effective antibacterial serum and tissue levels for prompt infection control.

The unsurpassed record of clinical effectiveness and safety established for Terramycin is your guide to successful antibiotic therapy.

Supply: Terramycin Intramuscular Solution* 100 mg./2 cc. ampulés 250 mg./2 cc. ampules

Cosa-Terramycin Capsules 125 mg. and 250 mg.

Cosa-Terramycin is also available as: Cosa-Terramycin Oral Suspension - peach flavored, 125 mg./5 cc., 2 oz. bottle Cosa-Terramycin Pediatric Drops — peach flavored, 5 mg./drop (100 mg./cc.), 10 cc. bottle with plastic calibrated dropper

Complete information on Terramycin Intramuscular Solution and Cosa-Terramycin oral forms is available through your Pfizer Representative or the Medical Department, Pfizer Laboratories.

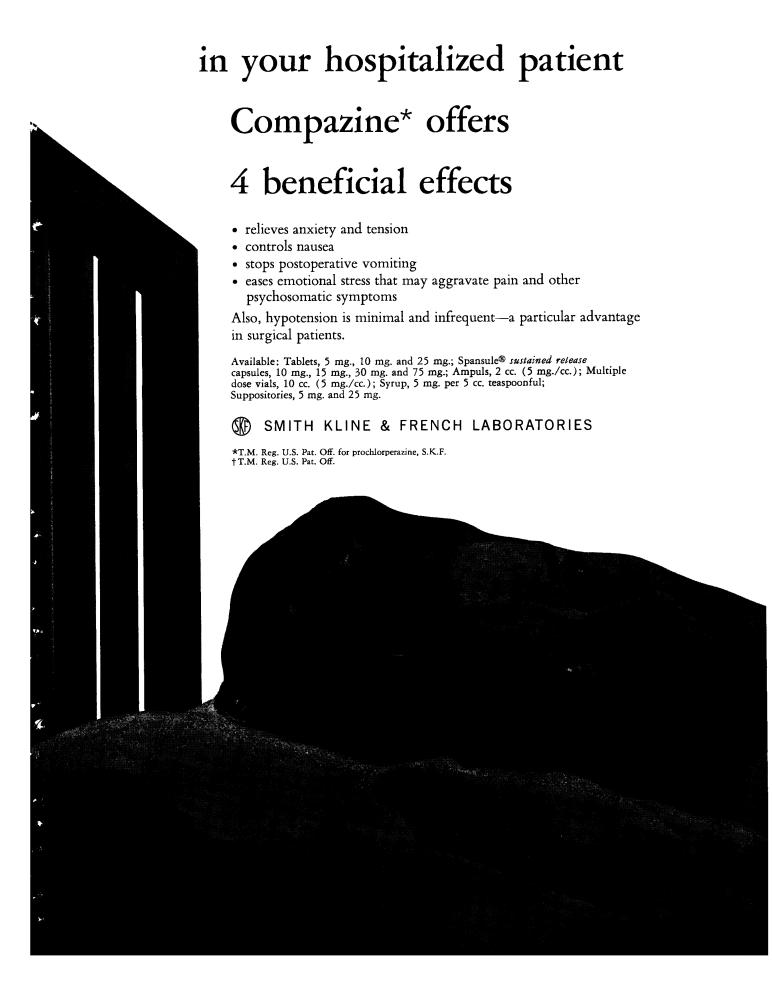
*Contains 2% Xylocaine® (lidocaine), trademark of Astra Pharmaceutical Products, Inc.

Prizer Laboratories, Division, Chas Pfizer & Co., Inc., Brooklyn 6, N. Y.





the world's well-being ...

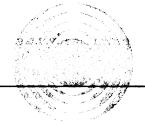


Tofranil® a thymoleptic

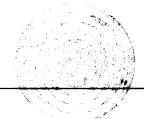
Specific in Depression

does

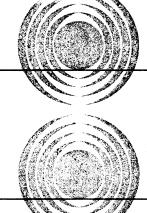
Produce remission or improvement in 70-85% of cases



Act effectively in all types of depression



Afford equally good results in severe as in mild cases



Achieve therapeutic benefit with minimal risk of serious side reaction

Indications for Tofranil include:

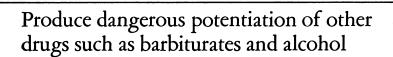
Endogenous Depression, Reactive Depression, Involutional Melancholia, Senile Depression, Depression associated with other Psychiatric Disorders.

Availability: Tofrānil (brand of imipramine HCl) tablets of 25 mg. bottles of 100. Ampuls of 25 mg. (for intramuscular administration only) cartons of 10 and 50.

....not a MAO inhibitor

does not

Inhibit monoamine oxidase either in brain or liver with its associated risks



Act by producing undesirable central nervous stimulation leading to agitation and excitement

Cause disturbance of color vision

The efficacy of Tofrānil is attested by more than 50 published reports and confirmed by clinical experience in more than 50,000 cases.

Detailed Literature Available on Request.



Geigy, Ardsley, New York



RESULTS IN 366 PATIENTS WITH STOMACH ULCERS

DIAGNOSIS	TOTAL	MARKED IMPROVEMENT WITH X-RAY GAINS	MARKED IMPROVEMENT	SLIGHT IMPROVEMENT	NO IMPROVEMENT
PEPTIC	50	10	29	9	2
GASTRIC	56	11	33	10	2
DUODENAL	256	39	175	33	9
PYLORIC	4	_	1	2	1
TOTAL	366	60	238	54	14
Summary of investigator	s' reports.	16%	65%	15%	4%
			I	l	1

REPORTED BY PATIENTS, CONFIRMED BY X-RAY, 81% MARKED IMPROVEMENT IN STOMACH ULCER.

proven relief of pain, spasm and nervous tension without the side effects of belladonna, bromides or barbiturates

INDICATIONS—

duodenal and gastric ulcer
gastritis
colitis
spastic and irritable colon
gastric hypermotility
esophageal spasm
intestinal colic
functional diarrhea
G. I. symptoms of anxiety states

NOW-2 FORMS for adjustability of dosage

Milpath - 400—Yellow, scored tablets of 400 mg. meprobamate and 25 mg. tridihexethyl chloride (formerly supplied as the iodide). Bottle of 50.

Dosage: 1 tablet t.i.d. at mealtime and 2 at bedtime.

Milpath - 200—Yellow, coated tablets of 200 mg. meprobamate and 25 mg. tridihexethyl chloride. Bottle of 50.

Dosage: 1 or 2 tablets t.i.d. at mealtime and 2 at bedtime.



[®]Miltown + anticholinergic



NEW EVIDENCE SUGGESTS ANOTHER REASON FOR PRESCRIBING **TAO**



UNIQUE "STARBURST" EFFECT: TAO METABOLIZES

The impression that Tao is an unusually active antibiotic has steadily gained recognition by impressive clinical performance. Now come reports of in vivo and in vitro biological and biochemical evaluations that show Tao to be indeed unique. 1.2

Tao differs from other antibiotics in that it is metabolized to multiple active compounds which remain active throughout their presence in the body. There are 7 of these derivatives... and all 7 (in addition to Tao) show activity against common Gram-positive pathogens, including resistant strains of Staph. aureus.

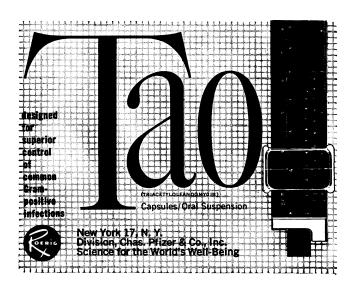
In light of these findings, take another look at Tao performance: • 92% success in published cases of Gram-positive respiratory, skin, soft tissue and genitourinary infection • Effective against 78% of 64 "antibiotic-resistant" epidemic staphylococci. (In the same study, chloramphenicol was active against 52%; erythromycin against only 25%)³ • No side effects in 94%; infrequent reactions mild and easily reversed • Quickly absorbed • Highly palatable.

Sound reasons to: Start with TAO to end 9 out of 10 common Gram-positive infections.

Supplied: Tao Capsules -250~mg., and 125~mg., bottles of 60. Tao for Oral Suspension -125~mg. per tsp. (5 cc.) when reconstituted; unusually palatable cherry flavor; 60 cc. bottle. Prescription only.

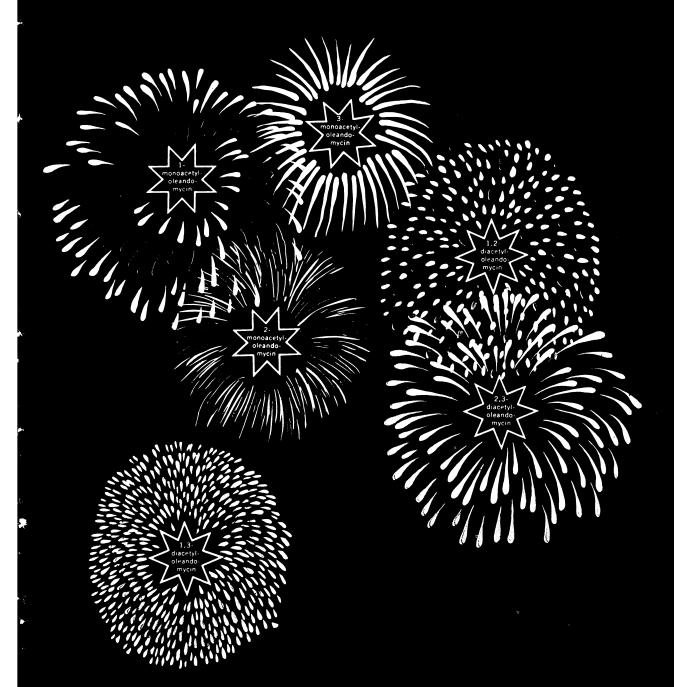
Other Tao forms available: Tao Pediatric Drops: flavorful, easy to administer. Tao®-AC: Tao analgesic, antihistaminic compound. Taomid®: Tao with triple sulfas. Intramuscular or Intravenous: in clinical emergencies. Prescription only.

1. English, A. R., and McBride, T. J.: Proc. Soc. Exper. Biol. & Med. 100:880 (Apr.) 1959. 2. Celmer, W. D.: Antibiotics Annual 1958-1959, New York, Medical Encyclopedia, Inc., 1959, p. 277. 3. English, A. R., and Fink, F. C.: Antibiotics & Chemother. 8:420 (Aug.) 1958.











CLASSIFIED ADVERTISEMENTS

Rates for these insertions are \$5 for fifty words or less; additional words 6 cents each

Copy for classified advertisements should be received not later than the tenth of the month preceding issue. • Classified advertisers using Box Numbers forbid the disclosure of their identity. Your inquiries in writing will be forwarded to Box Number advertisers.

The right is reserved to reject or modify all classified advertising copy in conformity with the rules of the Advertising Committee.

CLASSIFIED ADVERTISEMENTS ARE PAYABLE IN ADVANCE

NOTICE

DO NOT MISS ANY MURMURS OR RALES because patient is talking while you are auscultating. Send \$1 for two (2) cards to insert on ear arms of stethoscope. 50% of this money will go to California Cancer fund. Box 6304, Bakersfield, California.

PHYSICIANS WANTED

WANTED: GENERALISTS AND SPECIALISTS. California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. CONTINENTAL-PACIFIC COAST MEDICAL BUREAU, Agency, 430 North Camden Drive, Beverly Hills, California.

ANESTHESIOLOGIST—Board Certified or eligible to join established group in hospital with new surgical facilities—private practice. Ideal working conditions with early partnership. Located San Joaquin Valley. Full qualifications and availability with reply. Box 95,125, California Medicine.

SUBURBAN LOS ANGELES—New 40-suite Canoga Park Medical Center, in Western San Fernando Valley, in community of 59,000 with large new industrial growth and housing development. Now building, or recently completed are Atomics International, Rockedyne, Elgin and Telecomputing. Majority of building leased to local MD's with established practices. Exceptional opportunity for ENT, Pediatrician, Urologist, Neurologist, Ophthalmologist, Dermatologist, Orthopaedic Surgeon, and Psychiatrist, some of these specialties completely unopposed in area. Minutes to new hospital now under construction. Beautiful living area. Call or write: Richard Cherwin, 1225 Sunset Plaza Drive, Los Angeles 46, California. OL 2-7714.

DOCTOR NEEDED FULL TIME in established General Practice office. Early association. Good income potential. Attractive area in beach town. Contact: George Csengeri, M.D., 525 South Pacific Coast Highway, Redondo Beach, California. Telephone: FRontier 2-8411.

GENERAL PRACTITIONERS AND SPECIALISTS—See us for the many EXCEPTIONAL OPPORTUNITIES available in San Francisco, East Bay, Peninsula and throughout California, including associations and partnerships with established groups and individual physicians; starting salaries \$1000.00 per month and up. For further information please contact Norma Rohl, Director, THE MEDICAL CENTER AGENCY, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. CALL YUkon 2-3412.

WANTED—DOCTORS, desperately, for beautiful new medical building in San Francisco Bay Area near 25-million-dollar shopping center. Very reasonable rent on sliding lease. Box 95,050, California Medicine.

GENERAL PRACTITIONER for small, new community (not government) hospital on Hoopa Indian Reservation. Preventive medical program similar to Peckham Experiment. Group practice, prepayment plan, opportunity for educational leave. Write or telephone Richard Ricklefs, M.D., Community Health Association, Hoopa, California.

GENERAL PRACTITIONER OR INTERNIST desired for large, busy Medical-Dental building in San Francisco Bay Area. Box 95,095, California Medicine.

GENERAL PRACTITIONER—Under 35 years, to associate with established G.P. of Catholic religion. Attractive town with excellent living and educational conditions. Fine hospital facilities. Terms of association open. Box 95,130, California Medicine.

GENERAL SURGEON who will also accept general practice for small, new community (not government) hospital on Hoopa Indian Reservation. Preventive medical program similar to Peckham Experiment. Group practice, prepayment plan, opportunity for educational leave. Write or telephone Richard Ricklefs, M.D., Community Health Association, Hoopa, California.

HEMATOLOGIST OR INTERNIST with training or experience in hematology for eleven-doctor clinic group near Riverside, California. PSYCHIATRISTS, a number of excellent openings in central and southern California. PATHOLOGISTS for associations, northern and southern California. INDUSTRIAL physicians, please register. Many openings, Clinics or In-Plant. INDUSTRIAL SURGEON, out of state, Company offers retainer \$21,000 plus private practice. Includes considerable general surgery. Call Helen Buchan, SUrter 1-5658, CONTINENTAL-PACIFIC COAST MEDICAL BUREAU, Agency, Suite 1404, Central Tower Building, 3rd and Market Street, San Francisco.

WELL ESTABLISHED PEDIATRICIAN (with a dentist already established) wants an Obstetrician in his office. Ideal location in Bakersfield, and a good future for the right man. Box 95,100, California Medicine.

CALIFORNIA—SENIOR PSYCHIATRIST opening in a developing psychiatric program in the County general hospital of large bay area county. Duties include work with patients, supervision, teaching, residents, administration, and working closely with visiting staff. Child psychiatry background and interest desirable, but not essential. Beginning salary \$1,096.00-\$1,209.00 depending on qualifications and experiences. Contact Director of Medical Institutions, Santa Clara County Hospital, San Jose.

STAFF PHYSICIAN for 150-bed General Hospital. Experienced and willing to do general practice. Beginning salary \$821 plus living accommodations or allowance, vacation, sick leave, retirement. Must have California license. Apply to Medical Director, Madera County Hospital, Madera, California.

STAFF PSYCHIATRIST (Male Only)—Immediate opening in minimum-custody penal institution with disabled and older offenders. Minimum annual salary from \$11,400 to \$13,200; maximum from \$12,600 to \$14,400 depending on qualifications. Excellent working conditions, plus fringe benefits. Contact Business Manager, California Mens Colony, Los Padres (near San Luis Obispo), California.

SITUATIONS WANTED

PRACTITIONER SEEKING LOCUM TENENS OR ASSOCIATION. General practitioner two years previously, age 34, with the intention of moving closer to an urban area. Locum tenens starting November, December or January, with expectation of association with small group in future. Box 95,010, California Medicine.

GENERAL PRACTITIONER, 43, family man, service obligation completed, with three years of excellent formal training in, and proficient in the performance of, obstetrics, gynecology, and general surgery, desires association in group or partnership in Northern or Central California. Box 95,105, California Medicine.

GENERAL SURGEON, BOARD ELIGIBLE, California license, 39 years old, currently practicing in the East, desires to relocate. Will consider location, association, partnership, group, clinic, or hospital. Box 95,090, California Medicine.

GYNECOLOGY-OBSTETRICS: Association desired, group or partnership. Age 29, married, no military obligation, available August 1, 1960. Training: University Minnesota Medical School, rotating internship Buffalo, New York, assistant residency Johns Hopkins, residency Stanford University. OB-GYN practice Air Force with certified chief, 1958-1960. Available personal interview 30 days' notice. Box 95,025, California Medicine.

FOR THE HIGHER CALIBER MEDICAL PERSONNEL—Our applicants are always carefully and thoroughly screened for the specific qualifications you request. THE MEDICAL CENTER AGENCY, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. CALL YUkon 2-3412.

INTERNIST, 32, Board Certified, desires association with group. Available immediately. Box 95,045, California Medicine.

UROLOGIST—California license, Board Eligible, married, four children, veteran, desires association with established urologist or group, available now. Box 94,795, California Medicine.

(Continued in Back Advertising Section, Page 98)



"... which antacid? Rorer's Maalox. Excellent results, no constipation plus a pleasant taste that patients like."

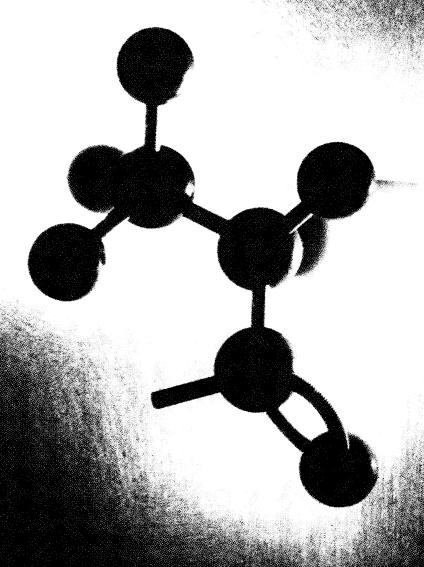
Maalox® an efficient antacid suspension of magnesium-aluminum hydroxide gel offered in bottles of 12 fluidounces.

Tablet Maalox: 0.4 Gram (equivalent to one teaspoonful), Bottles of 100.

Tablet Maalox No. 2: 0.8 Gram, double strength (equivalent to two teaspoonfuls), Bottles of 50 and 250.

Samples on request.

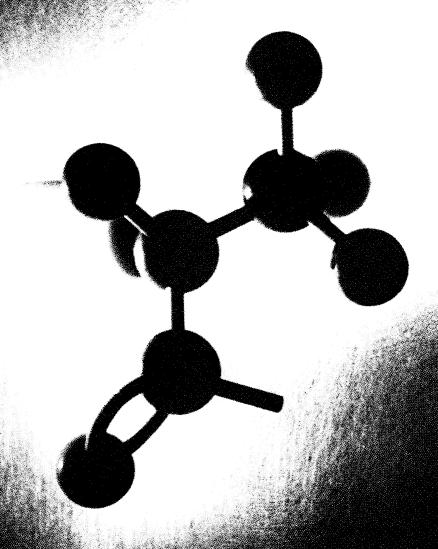
WILLIAM H. RORER, INC., Philadelphia 44, Pennsylvania



IS MOLECULAR ASYMMETRY REFLECTED IN UNUSUAL DIFFERENTIALS BETWEEN IN VITRO M.I.C. AND IN VIVO CD₅₀ RESPONSES?

This question will be answered soon...

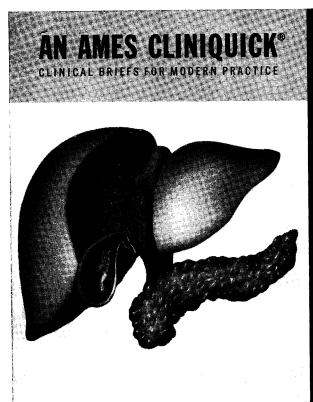




IS MOLECULAR ASYMMETRY REFLECTED IN UNUSUAL DIFFERENTIALS BETWEEN IN VITRO M.I.C. AND IN VIVO CD_{50} RESPONSES?

This question will be answered soon...





why should the urine be tested for sugar in acute cholecystitis?

The high incidence of pancreatic disease associated with pathologic conditions of the biliary tract indicates their close relationship. The appearance of glycosuria in acute cholecystitis points to involvement of the pancreas in the inflammatory process.

Source: Refresher Article:
Biliary Tract
Diseases, M. Times
85:1081, 1957.

to help forewarn of pancreatic involvement...
and for reliable urine-sugar testing at any time

COLOR-CALIBRATE CLINITEST

Reagent Tablets

"...the most satisfactory method for home and office routine testing..."

GP 16:121 (Aug.) 1957.

STANDARDIZED READINGS...familiar blue-to-orange spectrum

STANDARDIZED "PLUS" SYSTEM...covers entire clinical range

STANDARDIZED SENSITIVITY... avoids insignificant trace reactions

consistently reliable results
day after day...
test after test

AMES

COMPANY, INC.

STANDARDIZED SENSITIVITY...

AMES

COMPANY, INC.

STANDARDIZED SENSITIVITY...

AMES

COMPANY, INC.

STANDARDIZED SENSITIVITY...

TOTAL T



WHENEVER COUGH THERAPY IS INDICATED

Hycomine

THE COMPLETE RX FOR COUGH CONTROL

cough sedative/antihistamine/expectorant

- relieves cough and associated symptoms
 in 15-20 minutes
 effective for 6 hours or longer
- promotes expectoration rarely constipates
- · agreeably cherry-flavored

Each teaspoonful (5 cc.) of HYCOMINE contains: Hycodan®

11y Couum		
Dihydrocodeinone Bitartrate (Warning: May be habit-forming)	. 5 mg.	6.5 mg.
Homatropine Methylbromide	1.5 mg.)
Pyrilamine Maleate		. 12.5 mg.
Ammonium Chloride		. 60 mg.
Sodium Citrate		. 85 mg.



Supplied: As a pleasant-to-take syrup. May be habit-forming. Federal law permits oral prescription.

ENDO LABORATORIES Richmond Hill 18, New York

U.S. Pat. 2,630,400



Why should I use

KANTREX® Injection*

when there are
so many other
antibiotics available?

Because Kantrex Injection is bactericidal to a wide variety of organisms, including many that are highly resistant to the other antibiotics^{3,4,10,12,13,17,18,20,21,23,24,25,27,30,33,35,37}

-organisms such as Staph. aureus, Staph. albus, A. aerogenes, E. coli, H. pertussis, K. pneumoniae, Neisseria sp., Shigella, Salmonella and many strains of B. proteus.

Q But if I use Kantrex Injection, won't that help make bacteria resistant to it also?

Next page, please

- Q But if I use Kantrex Injection, won't that help make bacteria resistant to it also?
- A very good question, but it is reassuring to note that in almost two years of clinical use of Kantrex for the treatment of infections for which it is recommended, the emergence of Kantrex-resistant bacterial populations has not been a problem.
- Q My impression is that Kantrex is just another neomycin. Isn't that so?
- A Indeed not. The only thing Kantrex and neomycin have in common is a similar antimicrobial spectrum. Otherwise, they're very different: they have different chemical structures; the toxicity of Kantrex is "much less than that of neomycin" and clinically, Kantrex Injection is practical for systemic administration routinely, while neomycin is not.
- Q You mean that Kantrex Injection doesn't have the nephrotoxicity of neomycin?
- A Precisely. It's true that when Kantrex Injection is used, urinary casts even slight albuminuria or microscopic hematuria may appear, especially in poorly hydrated patients, but this does not reflect any progressive damage to the kidneys. These signs promptly disappear on adequate hydration or termination of therapy.
- Q Then why do you recommend reduced dosage in patients with renal impairment?
- A Because renal impairment causes an excessive accumulation of Kantrex in the blood and tissues, when usual doses are administered. Since Kantrex Injection is excreted entirely by the kidneys, renal impairment leads

to unnecessarily high and prolonged blood levels; and such excessive concentrations increase the risk of ototoxicity.

- Q Is that why we see reports of patients developing hearing loss during Kantrex Injection therapy?
- A Yes. A study of the few reported cases in which patients have suffered impaired hearing will show that in every instance they had pre-existing or concurrent renal impairment, yet received usual or excessive doses of Kantrex Injection. Dosage recommendations for Kantrex Injection emphasize that in patients with renal dysfunction, adequate serum levels can be achieved with a fraction of the dose suggested for patients with normal kidney function with minimal risk of ototoxicity.
- Q Since urinary tract infections are often accompanied by renal impairment, does that mean I shouldn't use Kantrex Injection in such conditions?
- A Not at all. With proper precautions, Kantrex Injection is an excellent drug for the treatment of urinary tract infections, especially those due to *Proteus*, *A. aerogenes* and *E. coli*, even when renal impairment is present.
- Q What are the "proper precautions" in a patient with impaired renal function?
- A The package literature covers them in detail. First, the daily dose should be reduced in such a patient. Then, if he is going to receive Kantrex Injection for 7 days or more, a pre-treatment audiogram should be done, and it should be repeated at appropriate intervals during therapy. If tinnitus or subjective hearing loss develops, or if followup audiograms show significant loss of high frequency response, Kantrex therapy should be discontinued. However, therapy for 7 days or more



- is seldom required because the clinical response to Kantrex Injection is so rapid.
- Why do you put so much emphasis on Kantrex's "rapid action"? Every antibiotic I've heard about is supposed to be "rapid acting."
- A There is such an abundance of clinical evidence about "rapid acting" that it takes KANTREX Injection out of the "supposed-to" class. 1,2,3,7,8,9,11,15,16,19,21,22,26,29,32,33 Remember, the effectiveness of Kantrex Injection therapy can usually be appraised in 24 to 36 hours. That's definite evidence of rapid action. In fact, one group of investigators reported that "the rapidity with which bacteria are killed by this agent is reflected by the promptness of the clinical response."29
- O Does Kantrex Injection cause blood dyscrasias?
- A In extensive clinical and toxicity studies by numerous investigators, as well as almost two years of general use, not a single instance of such toxicity has been reported.
- Can I administer Kantrex Injection in any other way than by the intramuscular route?
- A Yes. While it's usually given intramuscularly, other routes are practicable: intravenous, intraperitoneal, by aerosol, and as an irrigating solution. Complete instructions are included in the package insert.
- O So you think I ought to use Kantrex Injection as my first choice antibiotic in staph and gram-negative infections?
- A Yes because all evidence to date indicates that it is bactericidal against a wide range of organisms...rapid acting...does not encourage development of bacterial resistance...is well tolerated in specified dosage...and has not caused any blood dyscrasias.



KANTREX CAPSULES

for local gastrointestinal therapy... not for systemic infections

- Why can't I use Kantrex Capsules for systemic medication?
- A Because there is only negligible absorption of Kantrex from the gastrointestinal tract. 3,5,6,8,28,34 Thus, capsules cannot provide effective blood levels.
- (A) Then what are Kantrex Capsules used for?
- A Preoperative bowel sterilization, and local treatment of intestinal infections due to kanamycin-sensitive organisms.
- Q I've been using neomycin for preoperative bowel sterilization. Why should I switch to Kantrex Capsules?
- A Because Kantrex has been rated as "superior to neomycin" for this purpose. It provides rapid and satisfactory control of coliforms, clostridia, staphylococci and streptococci; yeasts do not proliferate; stool concentrations of the drug are exceptionally high; and nausea, vomiting or intestinal irritation have not been observed.5,6
- What advantages do Kantrex Capsules offer me in the treatment of intestinal infections?
- A high degree of effectiveness against most of the pathogens responsible for such infections: Salmonella, Shigella, Staph. aureus, E. coli and Endamoeba histolytica. Moreover, their use has been "remarkably free of any side effects."31

RANTRESS

DOSAGE: INTRAMUSCULAR ROUTE
Recommended daily dose is 15 mg, per kg, of body weight, in 2 to 4 divided do
For intramuscular administration, KANTREX Injection should be injected deep
outer quadrant of the gluteal muscle.

Use of antibiotics may occasionally result in overgrowth of n infection appears during therapy, appropriate measures shou

Available in rubber-capped vials as a ready-to-use sterile aquetions (stable at room temperature indefinitely):

KANTREX Injection, 0.5 Gm. kanamycin (as sulfat KANTREX Injection, 1.0 Gm. kanamycin (as sulfat

CAPSULES (for local gastrointestinal therapy; not for systemic

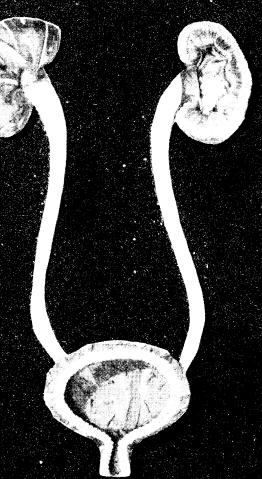
For intestinal injections: Adults: 3.0 to 4.0 Gm. (6 to 8 capsules) 5 to 7 days. Infants and children: 50 mg, per kg. per day in 4 to 6

KANTREX Capsules, 0.5 Gm, kanamycin (as sulfate), bottles of 20 and 100

PISTO TLABORATORIES INC. • Syracuse, New York

"Just a little case of cystitis' may actually have already involved the kidney parenchyma before the bladder became infected."

"The first evidence of inflammatory disease of kidney or prostate often is vesical irritability."



WHEN THE SYMPTOM IS CYSTITIS

EURADANTIN

brand of nitrofurantoin

for rapid control of infection throughout the G. U. system

Rapid bactericidal action against a wide range of gram-positive and gram-negative bacteria including organisms such as staphylococci, Proteus and certain strains of Pseudomonas, resistant to other agents actively excreted by the tubule cells in addition to glomerular filtration and negligible development of bacterial resistance after 7 years of extensive clinical use excellent tolerance—hontoxic to kidneys; liver and blood-forming organs as after for long-term administration

AVERAGE FURADANTIN ADULT BOSAGE; 100 mg, q.i.d. with meals and with food or milk on retiring. Supplied: Tablets, 50 and 100 mg.; Oral Suspension, 25 mg. per 5 cc. tsp.

nerennices: 1. Editorial: J.M.A. Georgia 46:433, 1957. 2. Colby, F. H.: Essential Urology, Baltimore, The Williams & Wilkins Co., 1953, p. 330.

ESPECTURALS—E <u>unique</u> class of entimicroblats—helther antibiotics nor culfonamides

COMPREHENSIVE, THREE-LEVEL TREATMENT OF DEPRESSION

AND ASSOCIATED ANXIETY AND PHYSICAL TENSION

RELIEVES DEPRESSION including symptoms such as crying, lethargy, loss of appetite, insomnia

RELIEVES ASSOCIATED ANXIETY with no risk of drug-induced depression

RELIEVES ASSOCIATED PHYSICAL TENSION by relaxing skeletal muscle

hypothalamus

2

thalamus and limbic system

3

spinal cord

'Deprol'

benactyzine + meprobamate

- confirmed efficacy
- documented safety

SUPPLIED: Bottles of 50 light-pink, scored tablets
COMPOSITION: Each tablet contains 1 mg. benactyzine HCl
and 400 mg. meprobamate

WALLACE LABORATORIES • New Brunswick, N. J.

THE promise of PERMITER

Fluphenazine dihydrochloride

in everyday office practice

safely control the "target symptoms" of emotional stress with the smallest effective dosage (0.25 mg. b.i.d.) of any neuroleptic* agent



the premise

Emotional tension states, psychosomatic disorders and similar neuroses constitute a major portion of the clinical conditions seen today in everyday office practice. Whether the emotional tiress is in the form of a behavioral distribution child by anxiety, anxiety accompanying specific organic disorders or chronic conditions in which anxiety is a contributing factor, the aim in therapy is the same: to alleviate emotional stress and enable the patient to cope with life's problems more effectively and to live more comfortably.

The choice of an agent to overcome the patient's particular "target symptoms" of emotional stress, without impairing alertness or productivity, or producing undesirable reactions, is often a difficult and haphazard task. Yet, one may be guided by the fact that there is a correlation between the dosage of a phenothiazine derivative and the frequency and the type of side effects it causes, the less of the drug needed to achieve the appendix results, the less likely are side effects. Thus, the lower the affective dosage of a phenothiazine derivative, the lower the incidence of unwanted side reactions and, conversely, the higher the level of therapeutic response.

Now, with Prenirm, the physician may prescribe a neuroleptic anti-anxiety agent of extraordinary potency and effectiveness, at unprecedented low dosage, with minimal side effects—features that markedly distinguish this compound from other anti-anxiety agents.



the promise

Extensive clinical studies have established important psychopharmacologic advantages for PERMITIL. The effective dosage of PERMITIL (0.25 mg. b.i.d.) is the lowest safe dosage of any anti-anxiety agent. Side effects associated with dosage not exceeding 1 mg. per day have been uncommon and transitory.

Unlike other phenothiazines, PERMITTL alleviates symptoms of anxiety, tension, agitation and emotional unrest without depressant effect, impaired alertness or slowed intellectual function.

Furthermore, anxiety-induced symptoms of apathy, indifference, listlessness, reduced initiative and chronic emotional fatigue (often refractory to other phenothiazines) frequently respond to administration of Permitti. Thus, a significantly wider spectrum of "target symptoms" amenable to therapy is an outstanding property of Permitti.

Onset of action with Preservit, is rapid and patients soon become more relaxed and less tense. The patient regains a more confident outlook and normal drive is restored.

PERMITIL has an inherently long duration of effect. This makes possible a particularly convenient and easy-to-remember schedule of morning and evening dosage.

The promise of Perserril in everyday office practice, then, is the more effective control of the "target symptoms" of emotional stress with the lowest safe dosage of any anti-anxiety agent.

*neuroleptic-

"The term 'neuroleptic' implies a specific effect of a pharmacologic agent on the nervous system. It refers to a mode of action on affective tension that distinguishes this response from that to hypnotic drugs. The terms 'ataraxics' and 'tranquilizers' are descriptively impressive, but fail to convey what seems psychopharmacologically unique." 1

PERMITIL

to fit the promise to your office practice

"The pharmacologic management of psychiatric disorders challenges the therapeutic acumen of the physician. He must choose a drug which will produce remission as quickly as possible with the least risk," In this regard, Permittle represents an advance over its predecessors because of its higher level of therapeutic response and low order of side reactions.

The adjunctive use of PERMITIL by the family physician enables him to provide effective pharmacotherapy for many of the emotional symptoms which constitute a major portion of patient disability in everyday office practice.

The Areas of Usefulness for PERMITIL:

- Behavioral disturbances characterized by anxiety, tension, apprehension and instability, as well as depressive symptoms associated with anxiety states
- Emotional stress accompanying organic disorders and complicating recovery from, or acceptance of, the underlying condition
- Chronic disorders in which anxiety and stress are contributing factors, e.g., gastrointestinal dysfunctions, neurodermatitis, asthma, premenstrual tension, arthritis, hypertension and tension headache

How to Prescribe PERMITIL:

PERMITIL has an inherently long duration of effect so that it need be given only twice a day making possible an easy-to-remember morning and evening dosage program. The lowest dose of PERMITIL that will produce the desired clinical effect should be used.

The recommended dose for most adults is one 0.25 mg. tablet twice a day. This may be increased to two 0.25 mg. tablets twice a day if required. Total daily dosage in excess of 1 mg. should be employed only in patients with relatively severe symptoms who have had a trial of lower dosages first that were well tolerated but were only partially effective. In such patients, the total daily dose may be increased to a maximum of 2 mg., given in divided amounts. (Dosage for children has not been established.)

Side Effects-Infrequent; Contraindications-Minimal:

At the recommended dosage of PERMITIL, side effects have been observed infrequently or not at all. PERMITIL, as with other phenothiazines, is contraindicated in severely depressed states.

Available in Tablets of 0.25 mg.; bottles of 50 and 500.

References: 1. Freyhan, F. A.: Psychopharmacology Frontiers, Boston, Little, Brown and Co., 1997, p. 7. 2. Ayd, F. J.: The current status of major tranquilizers, in press.



WHITE LABORATORIES, INC., Kenilworth, New Jersey

Permitil, as with other phenothiazines, is contraindicated in comstose or greatly depressed states resulting from central nervous system depressents.



Constantly improved. to meet latest standards

> The multivitamins your patients can afford to take

TABLET

LIQUID

Two tablets, suggested daily dose, contain? VITAMINS: 10,000 USP Units, A; 1000 USP Units, D; 100 mg, C; 5 mg, B;; 5 mg, B; 0.2 mg, B;; 1 msp, B;; as IONEX 12*; 30 mg, Niactin and Niacinamide; 5 mg, d-Celclum Paritothenate; 0.3 l.U., E; Yeast and deslocated liver added as sources of natural vitamin B complex teachers.

Percent Study's absorption-enhancing complex of vitamin 8; (8), from cobalamin).

MINERALS: 200 mg., Calcium; 0.75 mg., Capper) 0.18

mg., Icdine; 15 mg., Iron; 5 mg., Magnesium) 1 mg.,

Percentum; 0.3 mg., Zinc; 1 mg., Manganese

the Stuart formula liquid

Pleasant tasting Liquid : Pints Small white Tablets: bottles of 100 and 250 Stuart

SADENA CAHAONI

how often have you thought...

"...but how will it work in my practice?"

This most frequently asked question cannot be answered by the manufacturer, the detail man, an advertisement, a piece of mail. Only through actual experience with a product in day-to-day private practice can this question be answered.

UNITENSEN PROVED IN DAY-TO-DAY PRACTICE In office trials, Unitensen products have been proved effective therapy in the management of the hypertensive patient. These are the facts, obtained from 3,841 physicians, who used Unitensen products in their day-to-day office practice, in treating a total of 35,727 patients. In 11,093 cases (31.0%) results were "excellent"; in 51.2% (18,294) cases, "good"; "fair" results were obtained in 4,591 patients (12.9%) and in only 1,749 cases (4.9%) were results "unsatisfactory." Minor side effects were reported in 1,081 cases (3.0%).

The results mentioned above were obtained while the patients engaged in their normal daily occupations and activities. None of the patients involved in the study were hospitalized or institutionalized. And, despite such variables as dietary indiscretions, an occasional overdose, or a dose inadvertently "missed," the Proof In Practice Study shows Unitensen products to be safe, dependable, potent antihypertensive therapy . . . permitting practical office management of virtually all hypertensive cases.

UNITENSEN: BASIC HYPERTENSIVE THERAPY Although many of the patients in the Study also received diuretics and/or tranquilizers during the course of treatment, it was noted that the vasodilating effect of Unitensen was required to obtain optimum blood pressure control. Unitensen, a true hypotensive agent, is potentiated by diuretics. A combination of the two is frequently recommended for lower dosage of each drug, minimizing the side effects of either.

UNITENSEN DOES MORE THAN LOWER BLOOD PRESSURE Dr. Burton M. Cohen* makes the following observations regarding Unitensen:

"Hypotensive effect obtained through specific stimulation of afferent side of reflex pathways of blood pressure control without adrenolytic action or ganglionic blocking... Nausea and vomiting rare... No alteration of vasomotor reflexes, thus no postural collapse... Bradycardia, never tachycardia, may occur... Cardiac output not lessened... Renal circulation participates in reflex vasodilation... Cerebrovascular resistance is decreased, with improvement or maintenance of blood flow and O₂ utilization... No dangerous side actions have been reported."*

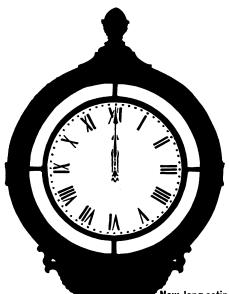
UNITENSEN-R® Each tablet contains cryptenamine (tannates) 1.0 mg., reserpine, 0.1 mg.

UNITENSEN-PHEN® Each tablet contains cryptenamine (tannates) 1.0 mg., phenobarbital, 15 mg. **UNITENSEN®** Each tablet contains cryptenamine (tannates) 2.0 mg.

Clinical supplies available on request.

Meisker IRWIN, NEISLER & CO. Decatur, Illinois

*Cohen, B. M.: The Ambulatory Patient with Hypertension: An Approach to Office Management, presented at the American Medical Association Convention, San Francisco, California, June 22-27, 1958.



keeping appetite in check around the clock **PRELUDIN**°

ENDURETS**

prolonged-action tablets

New long-acting PRELUDIN ENDURETS offer you a new method...a more convenient method...of administering this well-established, reliable appetite-suppressant. The new ENDURETS form virtually eliminates the vexing problem of the forgotten dose because... just one PRELUDIN ENDURET taken in the morning generally curbs the appetite throughout the day.

PRELUDIN ENDURETS afford greater convenience for your patient... added assurance to you that medication is being taken as prescribed.

PRELUDIN® (brand of phenmetrazine hydrochloride)
ENDURETS.T.M. Each ENDURETS prolonged-action tablet
contains 75 mg. of active principle.

PRELUDIN is also available as scored, square pink tablets of 25 mg. for 2 to 3 times daily administration.

Under license from C. H. Boehringer Sohn, Ingelheim.

ENDURETS IS A GEIGY TRADEMARK

GEIGY

ARDSLEY, NEW YORK

THE FIRST DROP

for the first few days of life VI-PENTA #1—vitamins K-E-C to protect against hemorrhagic and metabolic disorders in premature and full-term infants.

Each 0.6 cc contains vitamins: K* (analog)—1 mg; E (d1-a-tocopheryl acetate) — 5 mg; C—25 mg.

*Synkayvite® Sodium Diphosphate-brand of menadiol sodium diphosphate

for infants and young children VI-PENTA #2—vitamins A-D-C-E to assure optimal development and normal growth during the first few years of life.

Each 0.6 cc contains vitamins: A (synthetic)—5000 U.S.P. units; D_2 —1000 U.S.P. units; C—50 mg; E (dl-a-tocopheryl acetate)—2 mg.

for children and adolescents VI-PENTA #3—vitamins A-D-C-E plus six essential B-complex factors to meet greater nutritional demand in the maturing years.

Each 0.6 cc contains vitamins: A (synthetic)—5000 U.S.P. units; D_2 —1000 U.S.P. units; B_1 hydrochloride—1 mg; Riboflavin (as Riboflavin-5'-phosphate sodium)—1 mg; B_6 —1 mg; d-Panthenol (equiv. to 11.6 mg d-Ca pantothenate)—10 mg; Niacinamide—10 mg; C—50 mg; d-Biotin—30 mcg; E (d1-a-tocopheryl acetate)—2 mg.

Just 0.6 cc of each Vi-Penta Drops formula provides generous daily supplementation. May be given directly from the dropper or added to food or beverage.

With the first Vi-Penta Drop, you start day-old patients on the road to good health—and, by meeting "growing" vitamin needs with specific Vi-Penta formulations, you can continue to build a solid foundation for normal growth.

VI-PENTA drops

essential vitamins for every "growing" age

Vi-Penta® Roche®

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10, New Jersey



new hope for fetal salvage

DELA

The results of administering Delalutin before the 12th week of gestation to 82 women with habitual abortion were reported recently by Reifenstein¹ in a compilation of data supplied by 45 investigators. Every patient had experienced at least three consecutive abortions immediately preceding the treated pregnancy. More than 68% of these women were delivered successfully and uneventfully following Delalutin therapy.

Boschann,² in a study of pregnancies with threatened abortion, found that:

37% of 73 pregnancies were carried to term without progestational therapy 64% of 42 pregnancies were salvaged by progesterone

83% of 73 pregnancies were salvaged by Delalutin

Eichner,³ found that in Delalutin-treated women, fetal salvage of infants below term

weight (1000 to 2000 gm.) was significantly improved. 108 (76%) of 142 babies of this birth weight survived without mothers receiving progestational therapy, while 16 (100%) of 16 babies of this birth weight survived with mothers receiving Delalutin therapy. A comparison study was made of a group of repeated aborters treated with Delalutin, and a group with a similar history treated with bed rest and sedation. Pregnancy salvage with Delalutin was twice that of the control group. Delalutin was found to be "highly active", well-tolerated and long-acting.

According to Tyler and Olson,⁵ "These qualities of prolonged action and relative freedom from local reactions make [Delalutin] a generally more desirable therapeutic agent for intramuscular use than progesterone...."

DELALUTIN BABIES WHOSE MOTHERS WERE HABITUAL ABORTERS



Amy Sue Greenman Lincolnwood, Ill.



William Peller Skokie, Ill.



Randy Sinis



Richard Miller Denver, Colo.



Scott Knudsen Norwich, Vt.

References: 1. Reifenstein, E. C. Jr.: Annals N. Y. Acad. Sc. 71:762 (July 30) 1958. 2. Boschann, H-W.: ibid., p. 727. 3. Eichner, E.: ibid., p. 787. 4. Hodgkinson, C. P.; Igna, E. J., and Bukeavich, A. P.: Am. J. Obst. & Gynec. 76:279, 1958. 5. Tyler, E. T., and Olson, H. J.: J.A.M.A. 169:1843, 1959.

SQUIBB HYDROXYPROGESTERONE CAPROATE

improved progestationaltherapy

DELALUTIN offers these advantages over other progestational agents:

- · long-acting sustained therapy
- · more effective in producing and maintaining a completely matured secretory endometrium
- · no androgenic effect
- more concentrated solution requiring injection of less vehicle
- · unusually well-tolerated, even in large doses
- · fewer injections required
- · low viscosity makes administration easier

DELALUTIN is also potent and safe therapy for: threatened abortion; postpartum afterpains; amenorrhea, primary and secondary; dysfunctional uterine bleeding not associated with genital malignancy; infertility with inadequate corpus luteum function; production of secretory endometrium and desquamation during estrogen therapy; premenstrual tension; dysmenorrhea; cyclomastopathy, mastodynia, adenosis and chronic cystic mastitis.

Administration and dosage:

Because of its low viscosity, Delalutin may be administered with a small gauge needle (deep intragluteal injection). Complete information on administration and dosage is supplied in the package insert.

Supply:

Delalutin is available in vials of 2 and 10 cc., each containing 125 mg. of hydroxyprogesterone caproate in sesame oil, and benzyl benzoate.

Each of these healthy, normal babies was born by a mother with a documented previous history of true habitual abortion, who was treated during her most recent pregnancy with DELALUTIN.



Nina Rutkowski Roselle, Ill.



Rosanne Guberman Elmont, L.I., N.Y.



Kenneth Michael Simonson Denver, Colo.



Karen Mary Nederman East Williston, N. Y.



Daniel A. Fabrizio, Jr. No. Massapequa, L.I., N. Y.



Joanne Verderosa Seaford, N. Y.



J. Gettemy *Hart<u>f</u>ord, Conn*.





Squibb Quality-the Priceless Ingredient 'DELALUTIN' B IS À SQUIBB TRADEMARK.

Free Booklet and Samples

A request on your professional letterhead or prescription form will bring to you complete information, and a supply of samples. Please address the Loma Linda Food Company, Arlington, California, or Mount Vernon, Ohio.

Medical Products Division

LOMA LINDA FOOD COMPANY

ARLINGTON, CALIFORNIA • MT. VERNON, OHIO

Soyalac Soyalac

Provides balanced nutritional values

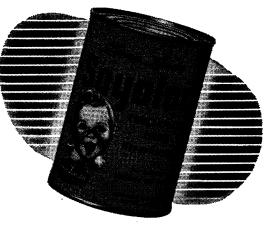
- Fibre-free HYPOALLERGENIC formula.
- An excellent formula for regular infant feeding.
- An ideal food for milk allergies, eczema and problem feeding.

SOYALAC helps solve the feeding problem of prematures and infants requiring milk-free diet.

Strikingly similar to mother's milk in composition and ease of assimilation, babies thrive on SOYALAC.

Clinical data furnish evidence of SOYALAC'S value in promoting growth and development.

Protein of high biologic value is obtained from the soybean by an exclusive process.



NEW AND EXCLUSIVE

FOR SUSTAINED TRANQUILIZATION

MILTOWN (meprobamate) now available in 400 mg. continuous release capsules as

Meprospan-400



JUST ONE CAPSULE LASTS ALL DAY

HIGHER POTENCY FOR GREATER CONVENIENCE

- relieves both mental and muscular tension without causing depression
- does not impair mental efficiency, motor control, or normal behavior

Usual dosage: One capsule at breakfast, one capsule with evening meal

Available: Meprospan-400, each blue capsule contains
400 mg. Miltown (meprobamate)

Meprospan-200, each yellow capsule contains
200 mg. Miltown (meprobamate)

Both potencies in bottles of 30.

WALLACE LABORATORIES, New Brunswick, N. J.

CHE-8426

Synonyms for Pain Relief...

'TABLOID'

'EMPIRIN' COMPOUND°

Acetophenetidin gr. $2\frac{1}{2}$ Acetylsalicylic Acid . . . gr. $3\frac{1}{2}$ Caffeine gr. $\frac{1}{2}$

'TABLOID'

'EMPIRIN' COMPOUND®

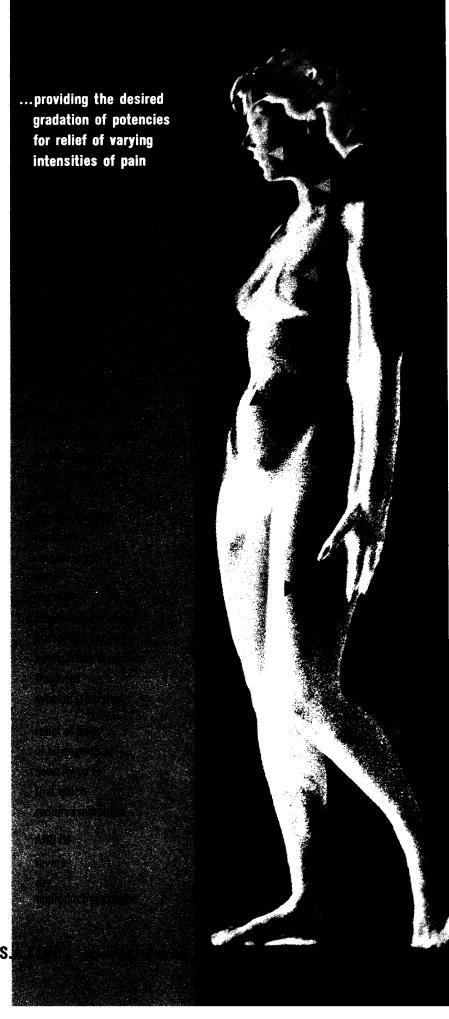
WITH

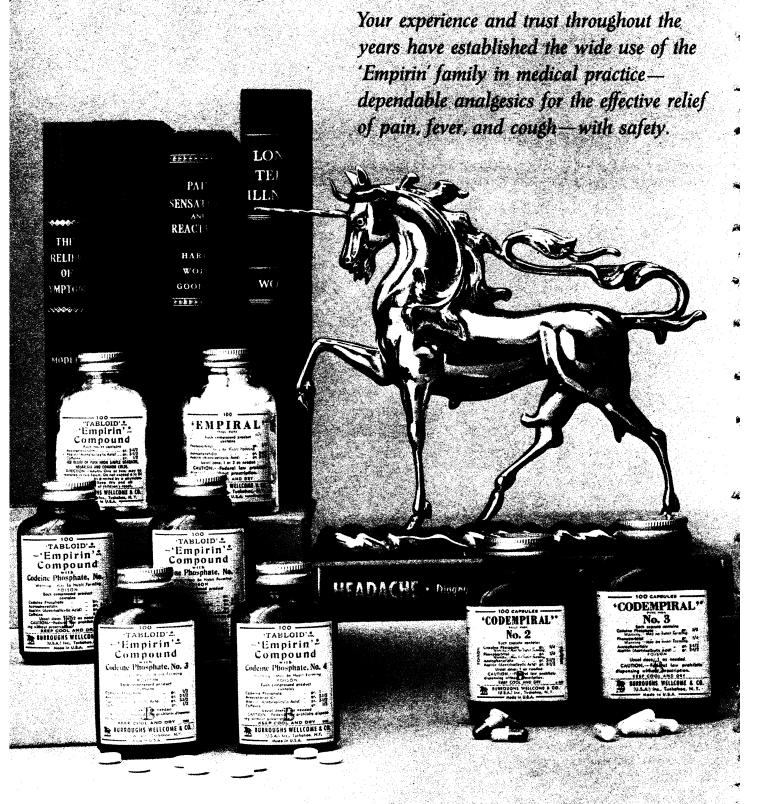
CODEINE PHOSPHATE*

No. 1	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Codeine Phosphate
No. 2	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Codeine Phosphate gr. ¼
No. 3	Acetophenetidin gr. $2\frac{1}{2}$ Acetylsalicylic Acid gr. $3\frac{1}{2}$ Caffeine gr. $\frac{1}{2}$
No. 4	Acetophenetidin gr. 2½ Acetylsalicylic Acid gr. 3½ Caffeine gr. ½ Codeine Phosphate gr. 1

BURROUGHS WELLCOME & CO. (U.S.

*Subject to Federal Narcotic Regulations







BURROUGHS WELLCOME & CO. (U.S.A.) INC. Tuckahoe, New York



THE HOUSE-CALL ANTIBIOTIC

- Reassuring wide range of action when culture and sensitivity tests are impractical
- Effectiveness demonstrated by its use in more than 6,000,000 patients since introduction of original product (Signemycin®)

COSA-SIGNEMYCI

glucosamine-potentiated tetracycline with triacetyloleandomycin

Capsules 125 mg., 250 mg. Oral Suspension raspberry flavored, 2 oz. bottle, 125 mg. per teaspoonful (5 cc.)

Pediatric Drops raspberry flavored, 10 cc. bottle (with calibrated dropper), 5 mg. per drop (100 mg. per cc.)

Bibliography and professional information booklet on COSA-SIGNEMYCIN available on request.

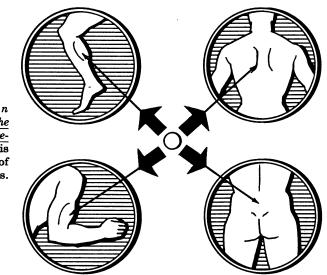
Science for the world's well-being \mathbf{m}

PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.

In Skeletal Muscle Spasm



acts quickly to restore mobility and afford relief of associated pain

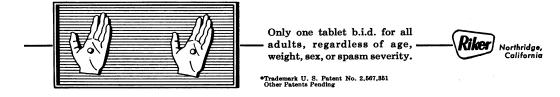


Spasmolytic action is prompt, and only the muscle in spasm is relaxed...the patient is spared impairment of general muscle tonus.

Patients can cooperate readily...the dosage is easily remembered: just one tablet b.i.d.

Compare this with other spasmolytics requiring from 4 to 30 tablets per day.

The action of Norflex is rapid and the effect is prolonged. SUPPLY: White unscored 100 mg. tablets in bottles of 50.



it started as a

symptom complex

Tetracycline-Antihistamine-Analgesic Compound Lederle

Sinusitis, otitis, tonsillitis, adenitis, bronchitis or pneumonitis develops as a serious bacterial complication in about one in eight cases of acute upper respiratory infection.(1)

Usual dosage: 2 tablets or teaspoonfuls q.i.d. (equiv. 1 Gm. tetracycline). Each TABLET contains: ACHROMYCIN* Tetracycline HC1 (125 mg.); phenacetin (120 mg.); caffeine (30 mg.); salicylamide (150 mg.); chlorothen citrate (25 mg.). Also as SYRUP, caffeine-free.

(1) Estimate based on epidemiologic study by Van Volkenburgh, V. A., and Frost, W. H.: <u>Am. J. Hygiene</u> 71:122, Jan. 1933.



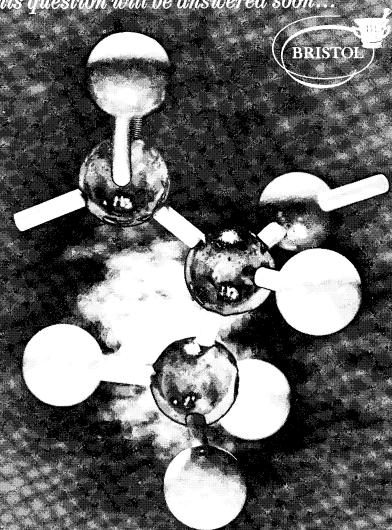
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Pearl River, New York

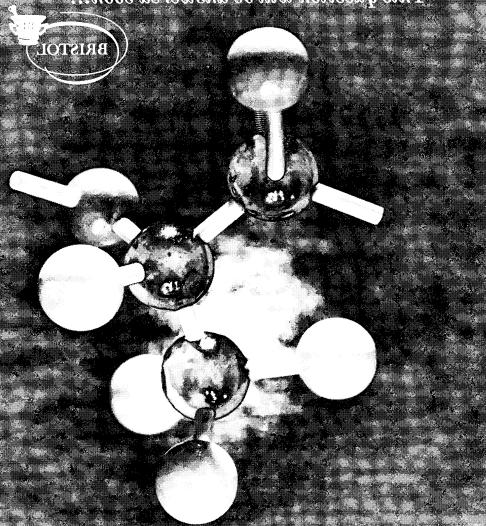
BENGLEOULAR ASYMMETRY REPLECTED IN CHANGES IN ANTIBACTERIAL ACTIVITY

This question will be answered soon..



TS MOTECULAR ASYMMETRY BETLEYIND AN CHANGES! IN ANTIBACTERIAL ACTIVITY

This question will be answered soon...





V-CILLIN K®—twice the blood levels of oral potassium penicillin G

Infections resolve rapidly with V-Cillin K. All patients absorb this oral penicillin and show therapeutic blood levels with recommended doses. The high blood levels of V-Cillin K also offer greater assurance of bactericidal concentration in the tissues —a more dependable clinical response.

Dosage: 125 or 250 mg. three times daily.

Supplied: In scored tablets of 125 and 250 mg. (200,000 and 400,000 units).

Also available

V-Cillin K, Pediatric: A taste treat for young patients. In bottles of 40 and 80 cc. Each 5-cc. teaspoonful provides 125 mg. of V-Cillin K.

V-Cillin K® Sulfa: Each tablet combines 125 mg. of V-Cillin K with 0.167 Gm. each of sulfadiazine, sulfamerazine, and sulfamethazine.

V-Cillin K® (penicillin V potassium, Lilly)

V-Cillin K® Sulfa (penicillin V potassium with triple sulfas, Lilly)

ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U.S.A

933282

POSTGRADUATE COURSES

During

C.M.A. ANNUAL SESSION

February 21 to 23, 1960 • Los Angeles

THE CALIFORNIA MEDICAL ASSOCIATION in cooperation with the Medical Schools of University of California, Los Angeles, University of Southern California and College of Medical Evangelists, will present three Postgraduate Courses during the Annual Session in February. These courses will be clinically oriented and will include case presentations and closed circuit television.

Choose the course which most interests you, follow the course, and the 1960 session will send you back to your practice stimulated and refreshed.

Look for the program giving complete details which will arrive in your office in January. By University of California School of Medicine, los angeles:

INFECTIOUS DISEASES-9 hours

Time: Sunday, Monday and Tuesday, February 21, 22 and 23, 1960—9:00 a.m. to 12:00 noon.

Place: February 21 at Chapman Park Hotel, February 22 and 23 at Ambassador Hotel, Los Angeles.

. By UNIVERSITY OF SOUTHERN CALIFORNIA:

CLINICAL ENDOCRINOLOGY-9 hours

Time: Sunday, Monday and Tuesday, February 21, 22 and 23, 1960—9:00 a.m. to 12:00 noon.

Place: February 21 at Los Angeles County Hospital, February 22 and 23 at Ambassador Hotel, Los Angeles.

• By COLLEGE OF MEDICAL EVANGELISTS:

MINOR SURGERY IN THE OFFICE-9 hours

Time: Sunday, Monday and Tuesday, February 21, 22 and 23, 1960—9:00 a.m. to 12:00 noon.

Place: White Memorial Hospital, Los Angeles.

Tuition Fee: \$25.00 for each course

POSTGRADUATE

EDUCATION NOTICES

THIS BULLETIN of the dates of postgraduate education programs and the meetings of various medical organizations in California is supplied by the Committee on Postgraduate Activities of the California Medical Association. In order that they may be listed here, please send communications relating to your future medical or surgical programs to: Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES

- Diarrhea. Friday and Saturday, November 20 and 21. Twelve hours, Fee: \$40.00,
- Clinical Hematology. Friday and Saturday, December 4 and 5. Twelve hours. Fee: \$50.00.
- 6th Annual Symposium for X-ray Technicians. Saturday and Sunday, December 5 and 6. Ten and a half hours. Fee: \$15.00, includes Saturday lunch.
- Clinical Traineeships Anesthesia, Dermatology and Pediatric Cardiology. Dates by arrangement. Minimum period—two weeks. Fee: Two weeks, \$150.00; four weeks, \$250.00.
- Special Announcement: A Postgraduate Course in Mexico City, in cooperation with Universidad Nacional Autonoma de Mexico Escuela Nacional de Medicina, Mexico, D. F. Instructional Staff will be drawn from the staff of the U.C.L.A. School of Medicine and the staff of the Universidad Nacional Autonoma de Mexico Escuela Nacional de Medicina. The program will include lectures and presentation of Clinical Cases in: Anesthesiology, Gastroenterology, Dermatology, Cardiology, Pediatrics and General Surgery. Wednesday, February 25 through Saturday, March 5, 1960.
- Contact: Thomas H. Sternberg, M.D., Assistant Dean for Postgraduate Medical Education, U.C.L.A., Los Angeles 24. BRadshaw 2-8911, Ext. 7114.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

- Recent Advances in External Diseases of the Eye. Thursday through Saturday, December 3 through 5. Twenty-four hours. Fee: \$60.00.
- Vectorcardiography. Sunday, December 6. Seven hours. Fee: \$15.00.
- Disorders of the Liver. Friday through Sunday, December 11 through 13. Twenty-one hours. Fee: \$50.00.
- Man and His Environment—The Air He Breathes.
 Saturday through Monday, January 16 through 18.
 Twenty-one hours.*
- Course for Physicians in General Practice (Mt. Zion Hospital, San Francisco). Monday through Friday, March 7 through 11. Thirty-five hours.*
- Fundamental Practices of Radioactivity and the Diagnostic and Therapeutic Uses of Radioisotopes.

 Two or three month course limited to one enrollee per month. Fee: \$350.00.
- Contact: Seymour M. Farber, M.D., Assistant Dean, Department of Continuing Medical Education, University of California Medical Center, San Francisco 22. MOntrose 4-3600, Ext. 665.

STANFORD UNIVERSITY SCHOOL OF MEDICINE

Morning Clinical Conferences, each Monday. Contact:
D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine, Stanford Hospital, Clay and Webster Streets, San Francisco.

For information contact: Dean, Stanford University School of Medicine, 300 Pasteur Drive, Palo Alto.

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

- Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. USC Medical Research Building, Room 211, 2025 Zonal Avenue. Residents and interns of Los Angeles County, and all armed forces medical personnel admitted without fee. Tuition for all other physicians \$30.00. (Each session all-inclusive.)
- Basic Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.
- Advance Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Fifty-two issues: \$85.00. Physicians may register at any time.
- Advances in the Diagnosis and Treatment in Gastroenterology. Friday through Sunday, January 15 through 17. Twenty-one hours. Fee: \$75.00 including lunch.
- Bedside Cardiology. Thursdays, February 4 through April 21. Twenty-four hours, Fee: \$65.00.
- Therapeutic Interviewing. Thursdays, February 11 through April 28. Twenty-four hours. Fee: \$100.00.
- Symposium on Hypertension. Friday, March 11. Seven hours. Fee: \$7.50.
- Dermatology Clinic, One-Day Symposium. Thursday, March 24. Seven hours, Fee: \$25.00.
- Funduscopy in Internal Medicine. Every other Tuesday, April 5 through June 14. Twelve hours. Fee:
- Ward Walks in Rare Diseases. Thursdays, April 14 through June 16. Twenty hours. Fee: \$100.00.
- Practical Diagnosis and Management of Cardiovascular Diseases. Dates to be announced. Twenty-one hours. Fee: \$75.00.
- Contact: Phil R. Manning, M.D., Associate Dean and Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

COLLEGE OF MEDICAL EVANGELISTS

- CLINICAL TRAINEESHIPS available in all clinical departments by arrangement with the Postgraduate Division and the Chairman of the department or departments involved. Eighty hours minimum. Fee: As arranged.
 - Diseases of the Chest: Two and four-week Traineeships in cooperation with the Los Angeles County Hospital. Dates as arranged.
 - Anesthesia. Monday through Friday. Date as arranged. Six months, Fee: \$350.

^{*}Fees to be announced.

- SPECIAL SKILLS available in the clinical departments, usually with a maximum of two or three students.
 - Surgical Anatomy: Thorax, Abdomen, Pelvis. January 4 through April 13. 121 hours. Fee: \$125.00. Head and Neck, April 20 through June 1, 63 hours. Fee: \$75.00.
 - Surgical Anatomy: Thorax, Abdomen, Pelvis, January 6 through April 13. Twenty-eight hours. Fee: \$50.00. Head and Neck, April 20 through June 1. Twenty-four hours. Fee: \$35.00.
- ALUMNI POSTGRADUATE CONVENTION, held annually in cooperation with the Alumni Association of the School of Medicine. Refresher Courses, Sunday and Monday, February 28 and 29, at White Memorial Hospital, 1720 Brooklyn Avenue. Six hours each day. Fee: \$20.00 each day. Scientific Assembly, Tuesday through Thursday, March 1 through 3, at the Ambassador Hotel. Twenty-four hours. Fee: \$15.00. Contact: Walter Crawford, executive secretary, 316 N. Bailey Street, Los Angeles 33, Angelus 2-2173.
- TRAUMATOLOGY, a complete review including fractures and dislocations, soft tissue injuries, as well as complications involving the 3 cavities: Calvarium, thorax and abdomen. Limited to 15 candidates. Includes basic sciences, lectures, clinical demonstrations. Monday through Friday, March 7 through 11. Thirty-six hours. Fee: \$100.00.
- TROPICAL PUBLIC HEALTH: Causes, treatment and management of diseases found in the warm climates. For physicians who plan to serve abroad and other ancillary personnel. Monday through Friday, April 1 through May 30. Fee: \$65.
- JOINT MANIPULATION. Monday through Friday, 8:00 to 12:00, dates to be arranged. Twenty hours. Fee: \$75.00.
- For information contact: G. E. Norwood, M.D., assistant dean and chairman, Division of Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-7241, Ext. 214.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

ANNUAL SESSION POSTGRADUATE COURSES

- Infectious Diseases. 9 hours. Sunday, Monday and Tuesday, February 21, 22 and 23, 9:00 to 12:00 noon. February 21 at Chapman Park Hotel, February 22 and 23 at Ambassador Hotel, Los Angeles. Program by University of California School of Medicine, Los Angeles.
- Clinical Endocrinology. 9 hours. Sunday, Monday and Tuesday, February 21, 22 and 23, 9 to 12 noon. February 21 at Los Angeles County Hospital, February 22 and 23 at Ambassador Hotel. Program by University of Southern California School of Medicine.
- Minor Surgery. 9 hours. Sunday, Monday and Tuesday, February 21, 22 and 23, 9 to 12 noon. All sessions at White Memorial Hospital, Los Angeles. Program by College of Medical Evangelists.

POSTGRADUATE INSTITUTES—1960 (Tenth Anniversary Year)

West Coast Counties in cooperation with University of California, San Francisco, February 4 and 5. Del Monte Lodge, Pebble Beach. *Chairman*: Robert A. Helfrich, M.D., 440 E. Romie Lane, Salinas.

- North Coast Counties in cooperation with College of Medical Evangelists, March 31 and April 1. Flamingo Hotel, Santa Rosa. *Chairman*: H. Ward Wick, M.D., 858 Fourth Street, Santa Rosa.
- Southern Counties in cooperation with Stanford University School of Medicine, April 21 and 22. Palm Springs Riviera. *Chairman*: Robert M. Zweig, M.D., 7004 Magnolia, Riverside.
- San Joaquin Valley Counties in cooperation with University of Southern California School of Medicine, April 28 and 29. Ahwahnee Hotel, Yosemite. Chairman: Campbell H. Covington, M.D., 2057 High Street, Selma.
- Sacramento Valley Counties in cooperation with UCLA School of Medicine, July 1 and 2. Tahoe Tavern, Lake Tahoe. *Chairman:* Herbert W. Korngold, M.D., 1217 30th Street, Sacramento.
- Contact: One of the chairmen listed above, or Postgraduate Activities Office, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5.
- AUDIO-DICEST FOUNDATION, a nonprofit subsidiary of the C.M.A., offers (on a subscription basis) a series of six different hour-long tape recordings covering general practice, surgery, internal medicine, obstetrics and gynecology, pediatrics and anesthesiology. Designed to keep physicians posted on what is new and important in their respective fields, these programs survey current national and international literature of interest and contain selected highlights of on-the-spot recordings of national scientific meetings, panel discussions, symposia, and individual lectures. For information contact Mr. Claron L. Oakley, Editor, 1919 Wilshire Blvd., Los Angeles 57, HUbbard 3-3451.

Medical Dates Bulletin

NOVEMBER MEETINGS

- AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLO-GISTS—District VIII Annual Meeting. Each morning, November 15 through 21. Royal Hawaiian Hotel, Honolulu. *Contact:* Harold K. Marshall, M.D., Secretary-Treasurer, District VIII, A.C.O.G., 202 Professional Building, Glendale.
- AMERICAN COLLEGE OF PHYSICIANS Southern California Region Annual Basic Science Lectureship Dinner. November 20, Biltmore Hotel, Los Angeles. Contact: George C. Griffith, M.D., Governor for Southern California, A.C.P., P. O. Box 25, 1200 North State Street, Los Angeles 33.
- International College of Surgeons, Second Western Regional Meeting, Stardust Hotel, Las Vegas, Nevada, November 22 through 24. Contact: F. M. Turnbull, Jr., M.D., secretary-treasurer, 1930 Wilshire Boulevard, Los Angeles 57.
- AMERICAN ACADEMY FOR CEREBRAL PALSY Annual Meeting, November 30 through December 2, Statler Hotel, Los Angeles. *Contact:* Margaret H. Jones, M.D., local arrangements chairman, associate professor of pediatrics, UCLA School of Medicine, Los Angeles 24.

DECEMBER MEETINGS

AMERICAN COLLEGE OF CHEST PHYSICIANS Fifth Annual Postgraduate Course on Diseases of the Chest. December 7 through 11. Ambassador Hotel, Los Angeles. Contact: Mr. Murray Kornfeld, Executive Director, 112 East Chestnut St., Chicago 11, Ill.

MARIN COUNTY HEART ASSOCIATION Cardiac Resuscitation. Each Saturday morning 8:30 to 12 noon, January 9 through February. Marin General Hospital. *Contact:* Jean M. Brown, executive director, 2044 Fourth Street, San Rafael. GLenwood 4-7347.

- Los Angeles County Heart Association Fourth Annual Midwinter Symposium. January 13, 9:00 a.m. Statler-Hilton Hotel. Contact: Walter S. Graf, M.D., Chairman, Professional Symposium Committee, Los Angeles County Heart Association, 660 So. Western Avenue, Los Angeles 5.
- ORANGE COUNTY HEART ASSOCIATION Annual Symposium on Heart Disease. January 23, 8:30 a.m. to 5:30 p.m. Gourmet Restaurant, Disneyland Hotel, Anaheim. Contact: Howard G. Buswell, Executive Director, P. O. Box 1704, Santa Ana, KImberly 7-5976.
- WESTERN ASSOCIATION OF PHYSICIANS. January 27 through 29. Carmel, California. Contact: Wade Volwiler, M.D., secretary, Department of Medicine, University of Washington, Seattle 5.
- Fresno County Heart Association Central California Eighth Annual Physicians Symposium, January 29, 8:30 a.m. to 5:30 p.m. Elks Club, Kings Canyon Road, Fresno. Contact: Max S. Millar, M.D., Chairman, Professional Services Committee, Fresno County Heart Association, 329 No. Van Ness, Fresno 1.

FEBRUARY 1960 MEETINGS

- CONTRA COSTA COUNTY HEART ASSOCIATION Postgraduate Course for Physicians. Eight 2-hour weekly meetings. Monday, 8 to 10 p.m., beginning February 1. Contra Costa County Hospital. Contact: (Mrs.) Loyse C. Casebolt, executive director, 2030 N. Main Street, Walnut Creek.
- AMERICAN COLLEGE OF PHYSICIANS Annual Southern California Regional Meeting. February 6 and 7. Hotel del Coronado, Coronado. Contact: George C. Griffith, M.D., Governor for Southern California, A.C.P., P. O. Box 25, 1200 North State St., Los Angeles 33.
- California Medical Association Annual Meeting, February 21 through 24, Ambassador Hotel, Los Angeles. Contact: John Hunton, executive secretary, 450 Sutter Street, San Francisco 8; or Ed Clancy, director of Public Relations, 2975 Wilshire Blvd., Los Angeles 5.
- Pacific Coast Surgical Association Annual Meeting. February 21 through 24. Palm Springs. Contact: Carleton Mathewson, M.D., professor of surgery, Stanford Hospital, San Francisco.

MARCH 1960 MEETINGS

- SOUTHWESTERN PEDIATRIC SOCIETY Spring Lecture Series, March 1 and 2, Statler Hotel, Los Angeles. *Contact:* Wendell Severy, M.D., program chairman, 11633 San Vicente Blvd., Los Angeles 49.
- SOUTHWESTERN SURCICAL CONCRESS. March 28 through 31, Riviera Hotel, Las Vegas, Nevada. *Contact:* Miss Mary O'Leary, executive secretary, 1213 Medical Arts Building, Oklahoma City, Oklahoma.
- NEUROSURGICAL SOCIETY OF AMERICA. March 30 through April 2, Del Monte Lodge, Del Monte. Contact: Raymond K. Thompson, M.D., secretary, 803 Cathedral Street, Baltimore 1.

APRIL 1960 MEETINGS

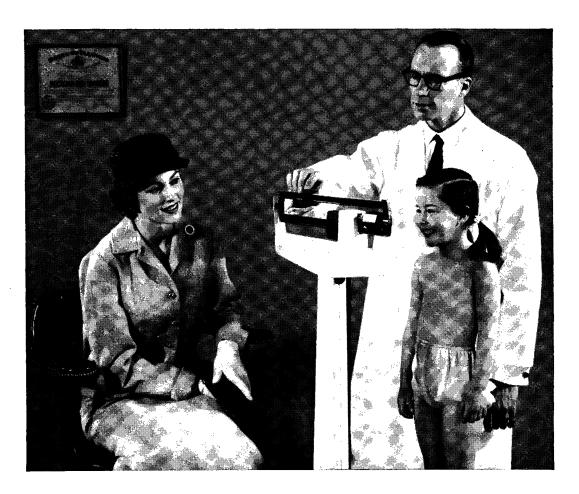
- AMERICAN SOCIETY OF INTERNAL MEDICINE. April 1 through 3. Mark Hopkins Hotel, San Francisco. Contact: Mr. Robert L. Richards, executive director, 350 Post Street, San Francisco 8.
- AMERICAN COLLEGE OF PHYSICIANS Annual Meeting, April 4 through 9. Mark Hopkins and Fairmont Hotels, San Francisco. *Contact:* E. R. Loveland, executive secretary, 4200 Pine Street, Philadelphia 4.
- CALIFORNIA MEDICAL ASSISTANTS ASSOCIATION Annual Convention. April 23 and 24. Claremont Hotel, Berkeley. Contact: Mrs. Anne Reece, President CMAA, 1837 So. Indiana St., Porterville, California.

MAY 1960 MEETINGS

- HAWAII MEDICAL ASSOCIATION Annual Meeting. April 28 through May 1. Contact: Miss Lee McCaslin, executive secretary, 510 S. Beretania, Honolulu 13.
- PAN AMERICAN MEDICAL ASSOCIATION CONGRESS. May 2 to 11. Mexico City. Contact: Joseph J. Eller, M.D., director general, 745 Fifth Avenue, New York, N. Y.
- MEMORIAL HOSPITAL OF LONG BEACH Medical Staff 2nd Annual Scientific Symposium "New Horizons in Medicine," to be held in conjunction with the formal opening of the new 400-bed Memorial Hospital of Long Beach. May 4. Contact: George X. Trimble, M.D., director of medical education, Seaside Memorial Hospital, 1401 Chestnut Avenue, Long Beach 13.
- Valley Children's Hospital Spring Clinics. May 5 through 7. Roosevelt High School auditorium, Fresno. Contact: Valley Children's Hospital, Shields and Millbrook Avenues, Fresno.
- NEVADA ACADEMY OF GENERAL PRACTICE 1960 Annual Assembly. May 12 through 14. Riverside Hotel, Reno, Nevada. Scientific program by University of California School of Medicine. *Contact:* Roy M. Peters, M.D., general chairman, 475 So. Arlington, Reno, Nevada.
- NATIONAL TUBERCULOSIS ASSOCIATION—AMERICAN TRU-DEAU SOCIETY Annual Meeting. May 16 through 19. Statler Hilton and Biltmore Hotels, Los Angeles, Contact: Mr. Sherman Asche, general chairman, Annual Meeting Committee, P. O. Box 4037, Santa Barbara.
- AMERICAN COLLEGE OF NUTRITION 1960 Annual Convention. May 20 through 22. Huntington Sheraton Hotel, Pasadena. *Contact:* Donald B. Haynie, executive secretary, 10651 West Pico Blvd., Los Angeles 64.
- California Heart Association Annual Meeting and Scientific Session. May 23 through 25. Claremont Hotel, Berkeley. *Contact:* J. Keith Thwaites, executive director, 1428 Bush Street, San Francisco 9.

FALL 1960 MEETINGS

- Pan-Pacific Surgical Association 8th Intensive Surgical Congress, embracing all Surgical Specialties. September 28 through October 5. Honolulu, Hawaii. Contact:
 F. J. Pinkerton, M.D., director general, Suite 230, Alexander Young Building, Honolulu 13.
- WESTERN INDUSTRIAL MEDICAL ASSOCIATION combined Meeting with 4th Western Industrial Health Conference. October 7 through 9. Jack Tar Hotel, San Francisco. Contact: Vern G. Ghormley, M.D., president, 3032 Tulare Street, Fresno 21.



Underweight Children Gain and Retain Weight with Nilevar*

One of the most convincing evidences of the anabolic activity of Nilevar, brand of norethandrolone, has been its ability to improve appetite and increase weight in poorly nourished, underweight children.

A highly important feature of the weight gain thus produced is that it is not ordinarily manifested by deposition of fat but as muscle tissue resulting from the protein anabolism induced by Nilevar.

Anorexia and "Weight Lag" Study—Brown, Libo and Nussbaum have reported* consistent and definite increases in rate of weight gain in eighty-six patients, ranging in age from 7 weeks to 15½ years. This beneficial action of Nilevar was observed in the patients with organic and traumatic disorders as well as those whose only complaints were poor appetite and/or persistent failure to gain weight.

In this study, the weight gained was not lost

after discontinuance of Nilevar therapy although many patients did not continue the sharp gains effected by the drug.

The authors are of the opinion that Nilevar is a highly useful anabolic agent for influencing weight gain in underweight children.

When Nilevar is administered to children a dose of 0.25 mg. per pound of body weight is recommended and continuous dosage for more than three months is not recommended.

Nilevar is supplied as tablets of 10 mg., drops of 0.25 mg. per drop and ampuls of 25 mg. in 1 cc. of sesame oil. Further dosage information in Searle Reference Manual No. 4.

G. D. Searle & Co., Chicago 80, Illinois. Research in the Service of Medicine.

^{*}Brown, S. S.; Libo, H. W., and Nussbaum, A. H.: Norethandrolone in the Successful Management of Anorexia and "Weight Lag" in Children, Scientific Exhibit presented at the Annual Meeting of the American Academy of Pediatrics, Chicago, Oct. 20-23, 1958.

UNIQUE VITAMIN SUPPLEMENT

NEW VIGRAN CHEWABLES

SQUIBB MULTIPLE VITAMIN SOFT TABLETS

fruit-punch flavored tablets that will actually "melt in the mouth"



can be chewed like candy



can be crushed and sprinkled on cereal or other food



can be dissolved in water, juice or milk



can be sucked and will dissolve like a lozenge



can be easily swallowed (small tablet size)

VIGRAN CHEWABLES taste like candy, but contain no ingredients harmful to teeth. Important, too, is that VIGRAN CHEWABLES dissolve easily in the mouth and smell good. These advantages will also appeal to your elderly patients. And VIGRAN CHEWABLES provide at least 125% of the minimum daily requirements for vitamins A, D, B₁, B₂, niacinamide and C, and significant amounts of other essential vitamins.

Each VIGRAN CHEWABLE . tablet contains:

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Vitamin A	5,000 U.S.P. units
Vitamin D	1,000 U.S.P. units
Vitamin C	75 mg.
Vitamin B ₁	3 mg.
Vitamin B ₂	3 mg.
Vitamin Be	2 mg.
Niacinamide	25 mg.
Calcium Pantothenat	e 3 mg.
Vitamin B ₁₂	5 mcg.
Avoilable in Ry-size	hottles of 30 and 90

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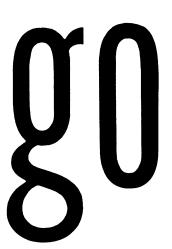


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'Vigran'® is a Squibb trademark

Start

the "full-range" oral hypoglycemic agent
...safely lowers blood sugar in mild, mod
and severe diabetes, in children and adults ...safely lowers blood sugar in mild, moderate



The "Start Low! Go Slow!" dosage pattern with DBI enables a maximum number of diabetics to enjoy the convenience, comfort and satisfactory regulation of oral therapy in:

stable adult diabetes unstable (brittle) diabetes juvenile diabetes sulfonylurea resistant diabetes

"Start Low! Go Slow" means low initial dosage (25 mg., or 50 mg. in divided doses, per day) with small dosage increments (25 mg.) every 3rd or 4th day until blood sugar levels are adequately controlled. Injected insulin is reduced gradually with each increase in DBI dosage. Satisfactory regulation of mild stable diabetes is usually achieved with DBI alone.*

On "Start Low! Go Slow!" dosage, DBI is relatively well tolerated.

Over 3000 diabetics have been carefully studied on DBI daily for varying periods up to three years. No histologic or functional changes in liver, blood, kidneys, heart or other organs were seen.

DBI (N^1 - β -phenethylbiguanide) is available as white, scored tablets of 25 mg. each, bottles of 100.

*Send for brochure with complete dosage instructions for each class of diabetes, and other pertinent information.



DB

trademark, brand of Phenformin HCI

u. s. vitamin & pharmaceutical corp.

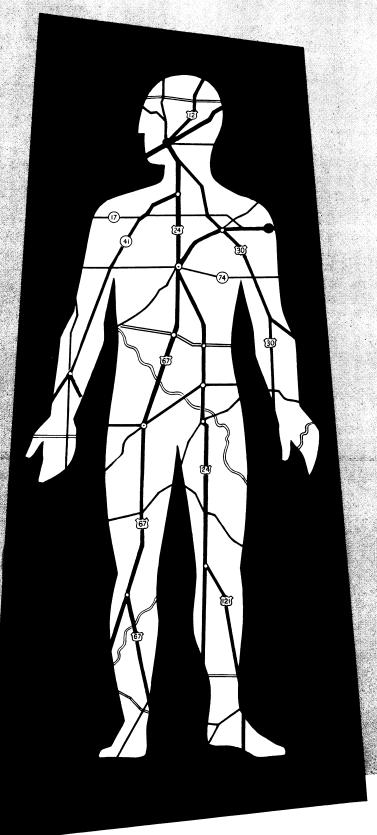
Arlington-Funk Laboratories, division
250 East 43rd St., New York 17, N.Y.



More satisfying sleep for more patients

Doriden offers sound, restful sleep for patients who are sensitive to barbiturates, elderly patients, patients with low vital capacity and poor respiratory reserve and those who are unable to use barbiturates because of hepatic or renal disease. Onset of sleep with Doriden is smooth and gradual, usually with no preliminary excitation. Doriden acts within 30 minutes, and sleep lasts for 4 to 8 hours. Except in rare cases, no "hangover" or "fog," because Doriden is rapidly metabolized. SUPPLIED: Tablets, 0.5 Gm., 0.25 Gm. and 0.125 Gm.

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faster
healing
at any location

CHYMAR

Buccal Aqueous Oil

superior anti-inflammatory enzyme

controls inflammation, swelling and pain

Chymar averts or rapidly reduces objective and subjective signs of inflammation of all types. It dissipates edema and hematoma, improves local circulation, reduces pain and accelerates healing. Side effects that have been observed with steroid-type anti-inflammatory agents do not occur with Chymar.

thrombophlebitis cellulitis asthma bronchitis sinusitis burns bruises sprains fractures

pelvic inflammatory disease biopsies ulcerations peptic ulcers dermatoses conjunctivitis uveitis

CHYMAR Buccal Crystallized chymotrypsin in a tablet formulated for buccal absorption. Bottles of 24 tablets. Enzymatic activity, 10,000 Armour Units per tablet.

CHYMAR Aqueous Solution of crystallized chymotrypsin in sodium chloride injection for intramuscular use. Vials of 5 cc. Enzymatic activity, 5000 Armour Units per cc.

CHYMAR Suspension of crystallized chymotrypsin in oil for intramuscular injection. Vials of 5 cc. Enzymatic activity, 5000 Armour Units per cc.

ARMOUR PHARMACEUTICAL COMPANY . KANKAKEE, ILLINOIS

Armour Means Protection

avoid the risk of insoluble, irritating aspirin particles

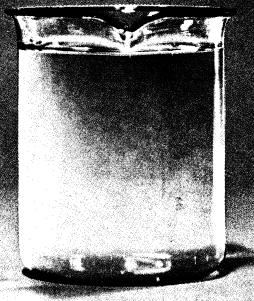
Chief among the drawbacks to aspirin usage is gastric intolerance. This ranges from hilld upset and "heartburn" to severe fremorrhagic gastritis. 1-10 Studies performed in conjunction with gastrectomy. 5 and gastroscopy! have shown insoluble aspirin particles firmly adherent to

the gastric mucosa and imbedded between rugue. Reactions varying from mild hyperemia to erosive gastrills have been reported to occur in the areas immediately surrounding these adherent particles. ** This is reported to be particularly frue in patients with peptic vicer.

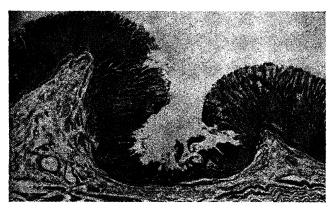
CALURIN is the freely scluble, stable calcium aspirin complex, its high solubility forestalls gastric Pritation or damage.



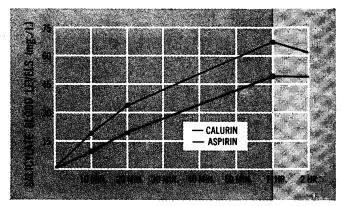
Regular aspirin crystals 24 hours after being mixed into water.



Calurin crystals in solution one minute after being mixed into water.



Particle-induced ulceration — section through lesion found in gastrectomy specimen. An aspirin particle was found firmly imbedded in this undermined erosion. Such lesions may be associated with the relative insolubility of aspirin, which remains in particulate form after dispersion in gastric contents.



Calurin, being freely soluble, is promptly available for absorption into the systemic circulation. Salicylate blood levels in 12 subjects receiving both Calurin and plain aspirin were found to rise more than twice as high within ten minutes following Calurin. Also, these levels persisted higher for at least two hours.¹¹

CALURIN is the aspirin of choice, especially when high-dosage, long-term therapy is indicated:

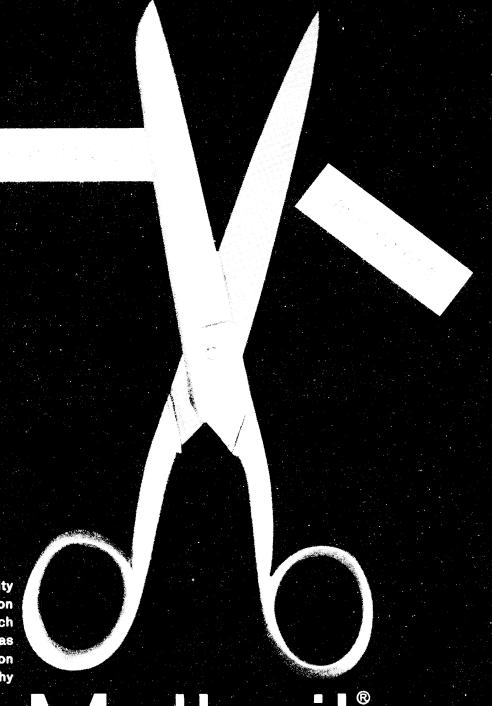
- 1 High solubility forestalls gastric irritation or damage. This advantage is of special importance in arthritis and other conditions requiring high-dosage, long-term therapy.
- 2 Produces high salicylate blood levels rapidly for prompt analgesic, antipyretic, anti-arthritic effect.
- 3 Sodium-free for safer long-term therapy.
- 4 Flavored: can be chewed or dissolved in the mouth without water if desired an advantage for patients requiring aspirin administration during the night and for pediatric patients.

Dosage: Each tablet of Calurin is equivalent to 300 mg. (5 gr.) of acetylsalicylic acid. For relief of pain and fever in adult patients, the usual dose of Calurin is 1 to 3 tablets every 4 hours, as needed; in arthritic states, 2 or 3 tablets 3 or 4 times

daily; in rheumatic fever, 3 to 5 tablets 4 or 5 times daily. For children over 6 years, the usual dose is 1 tablet every 4 hours; for children 3 to 6 years, ½ tablet every 4 hours, as required. Not recommended for children under 3.

REFERENCES: 1. Waterson, A. P.: Aspirin and gastric haemorrhage, Brit. M. J. 2:1531, 1955. 2. Douthwaite, A. H., and Lintott, G. A. M.: Gastroscopic observation of the effect of aspirin and certain other substances on the stomach, Lancet 2:1222, 1938. 3. Editorial Comments: The effect of acetylsalicylic acid (aspirin) on the gastric mucosa, Canad. M. A. J. 80:47, 1959. 4. Muir, A., and Cossar, I. A.: Aspirin and ulcer, Brit. M. J. 2:7, 1955. 5. Muir, A., and Cossar, I. A.: Aspirin and gastric haemorrhage, Lancet 1:539, 1959. 6. Schneider, E. M.: Aspirin as a gastric irritant, Gastroenterology 33:616, 1957. 7. Bayles, T. B., and Tenckhoff, H.: Salicylate therapy in rheumatic diseases, Scientific Exhibit, Ann. Mtg. A. M. A., San Francisco, Calif., June, 1958. 8. Batterman, R. C.: Comparison of buffered and unbuffered acetylsalicylic acid, New Eng. J. M. 258:213, 1958. 9. Cronk, G. A.: Laboratory and clinical studies with buffered and nonbuffered acetylsalicylic acid, New Eng. J. M. 258:219, 1958. 10. Editorial: Aspirin plain and buffered, Brit. M. J. 1:349, 1959. 11. Smith, P. K.: Plasma concentration of salicylate after the administration of acetylsalicylic acid or calcium acetylsalicylate to human subjects, Report submitted to Smith-Dorsey from Dept. of Pharmacology, Geo. Washington Univ. School of Merapetrans.





greater specificity
of tranquilizing action
—divorced from such
"diffuse" effects as
anti-emetic action
—explains why

Maril

THIORIDAZINE HOL

is virtually free of such toxic effects as • jaundice • Parkinsonism • blood dyscrasia

"Thioridazine [MELLARIL] is as effective as the best available phenothiazine, but with appreciably less toxic effects than those demonstrated with other phenothiazines... This drug appears to represent a major addition to the safe and effective treatment of a wide range of psychological disturbances seen daily in the clinics or by the general practitioner."*

a new advance in tranquilization: greater specificity of tranquilizing action results in fewer side effects

The presence of a thiomethyl radical (S-CH₃) is unique in Mellaril and could be responsible for the relative absence of side effects and greater specificity of psychotherapeutic action. This is shown clinically by:

1 A specificity of action on certain brain sites in contrast to the more generalized or "diffuse" action of other phenothiazines. This is evidenced by a lack of appreciable anti-emetic effect.



- 2 Less "spill-over" action to other brain areas hence, absence of undue sedation, drowsiness or autonomic nervous system disturbances.
- 3 A notable absence of extrapyramidal stimulation.
- 4 Lack of impairment of patient's normal drive and energy.
- 5 Virtual freedom from such toxic effects as jaundice, photosensitivity, skin eruptions, blood forming disorders.

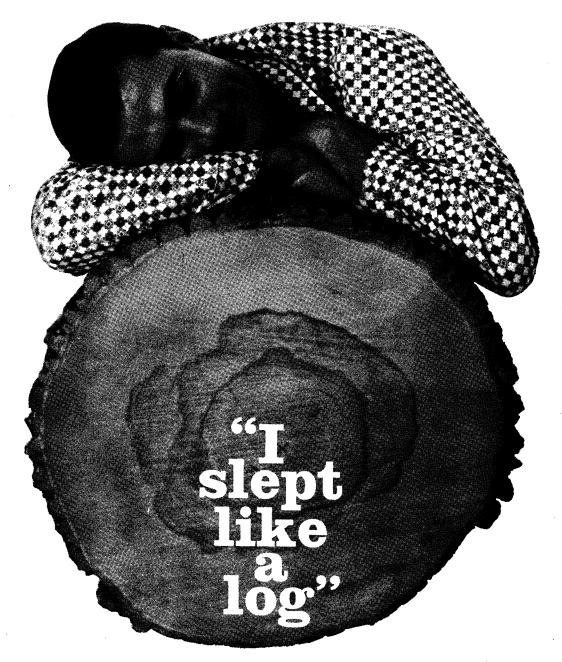
MELLARI	<u>L</u>
PSYCHIC RELAX	inimal suppression of vomiting
SYMPATHETI PARASYMPA NERVOUS S	tile effect on blood pressure ad temperature regulation
Psychic relax Dàmpeni sympathetic	ng suppression of vomiting
parasympat nervous sy	pening of blood pressure temperature regulation
other phenothlazing tranquilize	

INDICATION	USUAL STARTING DOSE	TOTAL DAILY DOSAGE RAN
ADULTS: Mental and Emotional Disturbances:	·	
MILD - where anxiety, apprehension and tension are present	10 mg. t.i.d.	20-60 mg.
MODERATE—where agitation exists in psychoneuroses, alcoholism, intractable pain, senility, etc.	25 mg. t.i.d.	50-200 mg.
SEVERE — in agitated psychotic states as schizophrenia, manic depressive, toxic psychoses, etc.:		
Ambulatory	100 mg. t.i.d.	200-400 mg.
Hospitalized	100 mg. t.i.d.	200-800 mg.
CHILDREN: BEHAVIOR PROBLEMS IN CHILDREN	10 mg. t.i.d.	20-40 mg.

MELLARIL Tablets, 10 mg., 25 mg., 100 mg.

* Ostfeld, A. M.: Scientific Exhibit, American Academy of General Practice, San Francisco, April 6-9, 1959





new Noludar 300

300 mg CAPSULES

A good night's sleep can be described in many ways, but "natural" comes closest to the kind of sound, refreshing sleep your patients will enjoy when you prescribe new **NOLUDAR 300.** Prompt action...unsurpassed safety...6 to 8 hours of undisturbed rest...and a cheerful awakening without barbiturate "hangover"—such is the quality of sleep with **NOLUDAR.**NOLUDAR®—brand of methyprylon

Safe, non-barbiturate, non-addictive, eminently free of even minor side reactions.

ROCHE LABORATORIES • Division of Hoffmann-La Roche Inc • Nutley 10, New Jersey



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Now a Noludar dosage form for every sedative-hypnotic need

When sleeplessness is a real problem

NOLUDAR 300 mg

1 capsule at bedtime.

For gentle hypnotic effect

NOLUDAR 200 mg

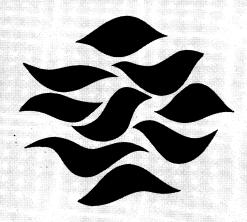
1 tablet at bedtime

For daytime sedation

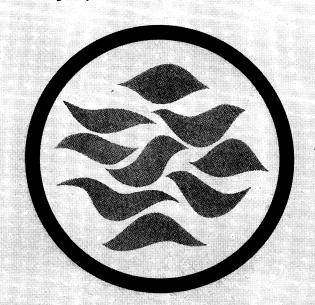
NOLUDAR 50 mg

50 to 100 mg three or four times daily

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in eight years Novahistine hasn't cured a single cold—but it has brought prompt relief of symptoms to almost 8,000,000 patients*



With the introduction of Novahistine, a better and <u>safer</u> way to relieve symptoms of a cold became available to physicians. The synergistic action of the Novahistine formula...combining an orally-effective vasoconstrictor with an antihistamine...promptly clears the air passages and checks irritant nasal secretions. NOVAHISTINE can eliminate the problem of rebound congestion and damage to nasal mucosa in patients who misuse topical applications. For long-lasting "Novahistine Effect" prescribe Novahistine LP Tablets...which begin releasing medication as promptly as conventional tablets but continue bringing relief for 8 to 12 hours. Two Novahistine LP Tablets in the morning and two in the evening will effectively control the average patient's discomfort from a cold. Each tablet contains phenylephrine HCl, 20 mg., and chlorprophenpyridamine maleate, 4 mg.

*Based on National Prescription Audits of new Novahistine prescriptions since 1952.



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SEVERITY OF

The extended usefulness of TENTONE is readily apparent

TENTONE® Methoxypromazine Maleate is a new, distinctive phenothiazine...highly active ... for general use in mild and moderate emotional and psychosomatic disorders.

TENTONE elicits a striking, positive calming response^{1,2}...with marked reduction of psychic disorientation, and low risk of blood, liver or other organic toxicity and intolerance.¹⁻⁴

TENTONE parallels the weaker ataractics in low incidence of side effects. Freedom from induced depression is apparently even greater.⁵

TENTONE provides a broadly adaptable dosage range (30 to 500 mg. daily) to permit maximum control in cases of varying severity.

TENTONE is also indicated to relieve emotional stress in surgical, obstetric and other hospitalized patients.



CONDITION

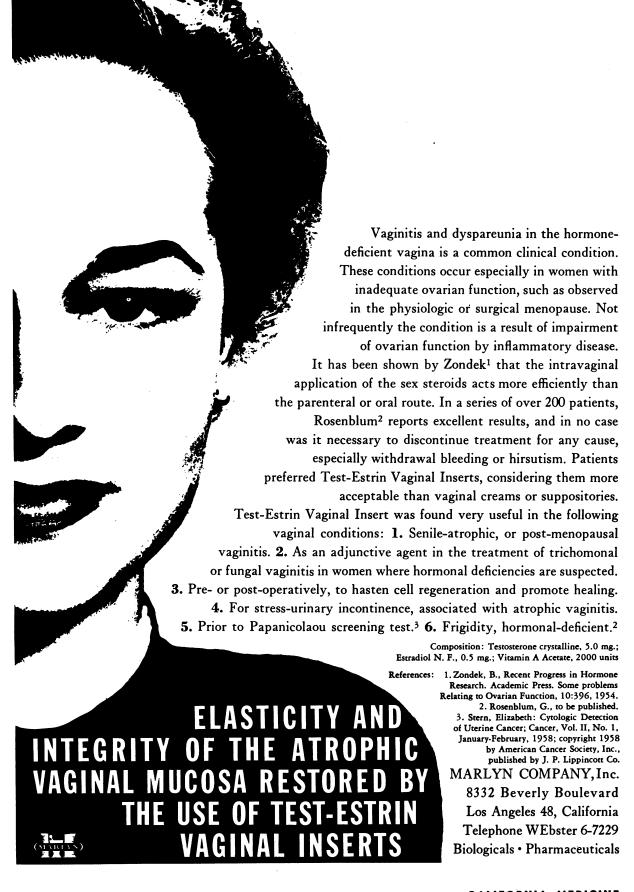
Dosage: Mild to moderate cases—average starting dose, one 10 mg. or one 25 mg. tablet three or four times daily. Moderate to severe—average starting dose, one 50 mg. tablet four times daily. Supplied: 10 mg., 25 mg., and 50 mg. tablets.

1. Bodi, T., and Levy, H.: Clinical report, cited with permission, 2. Wetzler, R. A., and Phillips, R. M.: Clinical report, cited with permission, 4. Gosline, E., et al.: Am. J. Psychiat, 115:939 (April) 1959, 5. Turvey, S. E. C.: Clinical report, cited with permission.



LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pear River, New York







tablets · alka capsules

potent · nonhormonal · anti-inflammatory agent

BUTAZOLIDIN tablets or the Alka capsules are equally effective but individually adaptable in a wide range of arthritic disorders.

justify the selection of Butazolidin for rapid relief of pain, increased mobility, and early resolution of inflammation.

sponse..."

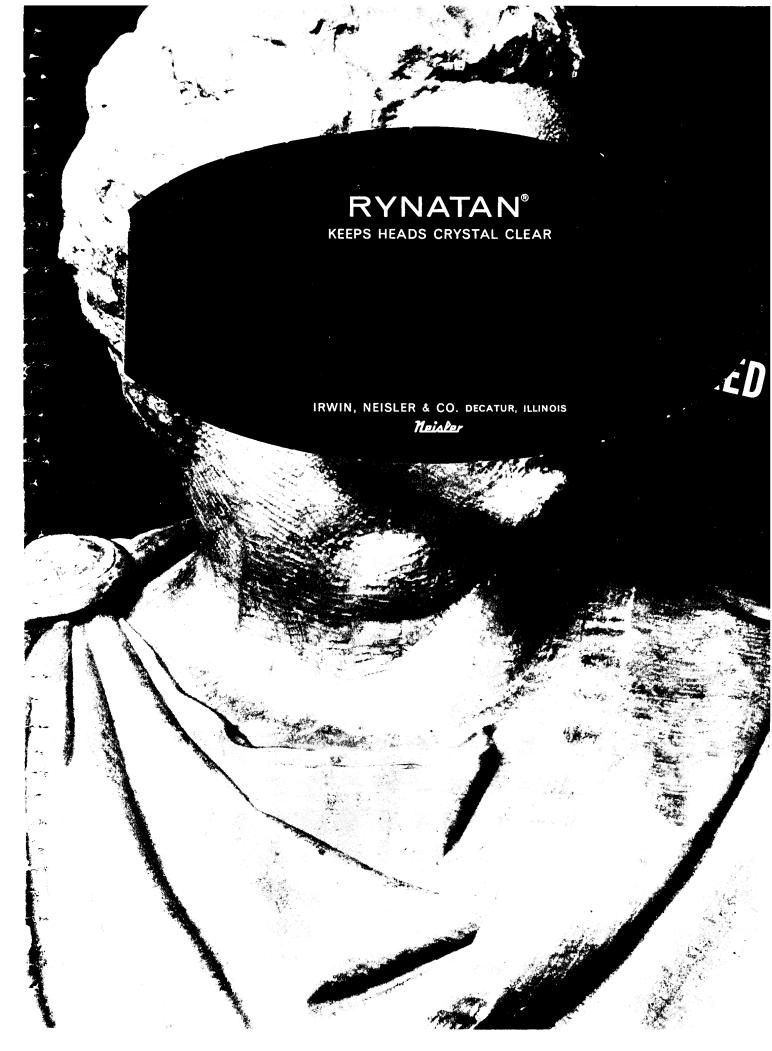
Rheumatoid Arthritis: In "A total of showed at least major improvement, per cent minor improvement...."2

with 21.8 per cent showing minor improvement...."2 Osteoarthritis: 301 cases showed "...a total of 44.5 per cent with complete remission or ma-Recent clinical reports continue to jor improvement. Of the remainder, 28.2 per cent showed minor improvement..."2 Spondylitis: All patients "...experienced initial major improvement that was maintained throughout Gouty Arthritis: "...95 per cent of pa- the period of medication." Painful tients experienced a satisfactory re- Shoulder Syndrome: Response of 70 patients with various forms showed "...8.6 per cent complete remissions, 215 cases... over half, 50.7 per cent 47.1 per cent major improvement, 20.0

References: 1. Graham, W.: Canad. M. A. J. 79:634 (Oct. 15) 1958. 2. Robins, H. M.; Lockie, L. M.; Norcross, B.; Latona, S., and Riordan, D. J.: Am. Pract. Digest Treat. 8:1758, 1957. 3. Kuzell, W. C.; Schaffarzick, R. W.; Naugler, W. E., and Champlin, B. M.: New England J. Med. 256:388, 1957.

Availability BUTAZOLIDIN® (phenylbutazone geigy): Red coated tablets of 100 mg. BUTAZOLIDIN® Alka: Capsules containing BUTAZOLIDIN® (phenylbutazone geigy), 100 mg.; dried aluminum hydroxide gel, 100 mg.; magnesium trisilicate 150 mg.; homatropine methylbromide, 1.25 mg.

YORK



COUGH? ell day of pight with a single oral dose and a remarkable lack of droweiness and any other side offect. Hypotan Expectorant is the only long-acting, non-narcolle, authorates expetted and additional provides the Ryanton formation for test. Miscone discongrupped of this is dependently, non-narcolle authorates for a relating supercuring characteristic authorates are also appropriate the productive cough as an appropriate in proclaid larger to applic entering the entering accomplishment. But in the Christians Process A and a cough as a respective entering and their products the applications of the area virtually supplied to the accomplishment and action actions are actions as a supplied to the action and action actions are actions as a supplied to the action and action actions are actions as a supplied to the action action and action actions are actions as a supplied to the action act Main Tall of Charles Property of Charles Charl



Passport

A UNIVERSAL RECORD

OF EFFECTIVENESS—In anxiety, tension and agitation, ATARAX " Produced

a more favorable state of calm and transion and agitation, ATARAX "... anxiety, tena more favorable state of calm and tranquility than any drug previously used." WIDEST LATITUDE OF SAFETY AND FLEXIBILITY—No serious adverse reaction ever documented serious adverse reaction ever documented five dosage forms and sizes.

CHEMICALLY DISTINCT
AMONG TRANQUILIZERS—Not a ADDED KRUNTIERS
OF USEFULNESS - These unique bene-

in specific indications ANTIARRHYTHMIC - ANTIHISTAMINIC - ANTISECRETORY



Doeage: Adults, one 25 mg. tablet, or one the sablet or one two tablets or one that tablets or two tablets or two tablets or two tablets or one that tablets or one tablets or two tablets Supplied: Tiny 10 mg., 25 mg., and 100 mg. enteral Solution, 10 cc. multiple-dose vials. References: I. Farah, L.: Internat. Rec. Med. 189: papers from 14 countries.

ATARAX IN CARDIOLOG1





MAINSTAY OF RHEUMATOID ARTHRITIS

Plaquenil® SULFAT

brand of hydroxychloroguine sulfate

New Long Term Chemotherapy of RHEUMATOID ARTHRITIS

"Whatever else may be needed from time to time in the management of individual cases, these drugs [Plaquenil and Aralen] should always be given a prolonged trial (at least six months) as the 'mainstay' of therapy."

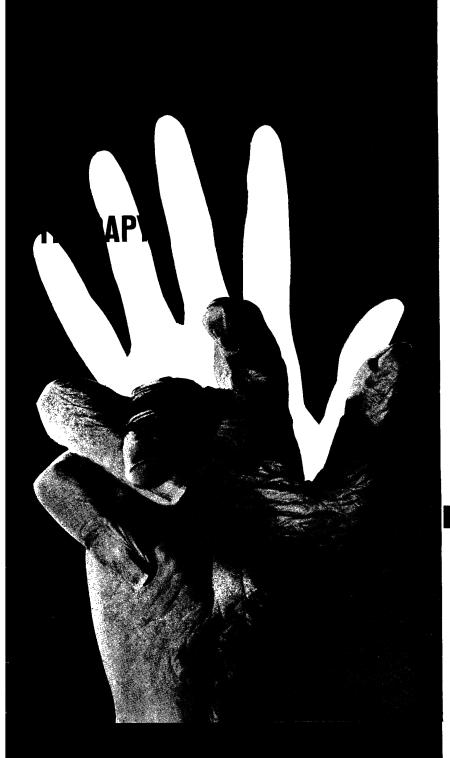
Bagnall, A. W. (Univ. British Columbia, Vancouver, B.C.): A.M.A. Clinical Meeting (Scientific Section, Exhibit No. 124), Minneapolis, Minnesota, Dec. 2-5, 1958.

"The 4-aminoquinoline drugs (Plaquenil and Aralen) together with supplemental agents administered in nontoxic doses effectively maintained suppression of the disease in 83 per cent of 194 patients followed for 18 months."

Scherbel, A. L.; Harrison, J. W., and Atdjian, Martin: Cleveland Clin. Quart. 25:95, April, 1958.

"When used in tolerated dosage and over a sufficient period of time, there appears to be a tremendous therapeutic potential in the antimalarial drugs. . . . Plaquenil in this study did not have as many side effects as Aralen and thus appears to be a more practical compound."

Cramer, Quentin (Kansas City): Missouri Med. 55:1203, Nov., 1958.



is the hydroxy derivative of Aralen® and is available as Plaquenil sulfate in tablets of 200 mg. (bottles of 100).

Average Dose:

INITIAL-400 to 600 mg. (1 tablet 2 or 3 times daily).

MAINTENANCE-200 to 400 mg. (1 or 2 tablets daily).

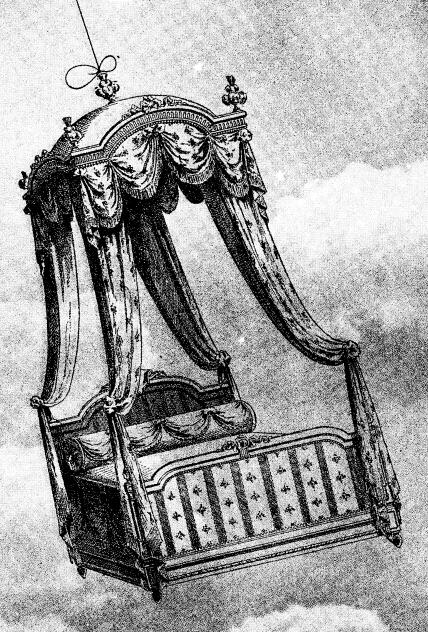
Write for Plaquenil booklet discussing clinical experience, dosage, tolerance, precautions, etc., in detail.

Plaquenil (brand of hydroxychloroquine) and Araien (brand of chloroquine), trademarks reg. U.S. Pat. Off.

LABORATORIES New York 18, N. Y.

For those patients who complain

more your patients through the middle of the night



outer layer

distributation capidly to induce related on and stress



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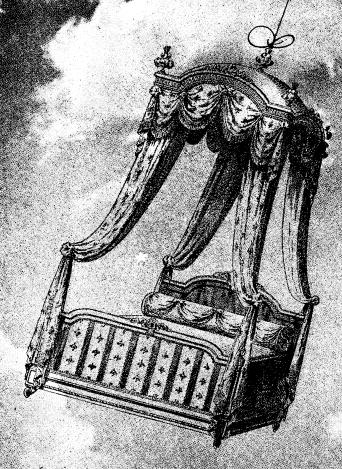
steep continues smoothly as inner core dissolves

Each Nebralin timed-release tablet contains:

CAUTION: Federal law prohibits dispensing without prescription

Dosage: One or two tablets 1/2 hour before retiring.







timed-release tablet

timed-release action for a full night's sleep

NEBRALIN is designed to duplicate the normal sleep pattern It encourages muscular relaxation and induces sustained relaxed sleep by the release of Dorsital and mephenesia in a timed-release tablet. Rapid-acting mephanesin quickly: relaxes skeletal muscles to overcome "fatigue-fension" and conditions the body for sleep. Dorsital provides CNS sedation to induce sound, relaxed sleep. The initial and sustaining dosages are designed to keep the amount of barbiturate to be inactivated at any one time at a low level tapering toward morning. Evidence indicates that mephenesin is capable of producing sleep," and when combined with a barbiturate enhances barbiturate action." Moreover, the integrated action of the two components permits smaller dosages of each, assuring your patients refreshed awakenings without *morning hangover."

1 Schlesinger, E. B.: Ir. New York Acad. Sc. 2:6, (Nov.) 1948. 2 Righards, R. K., and Taylor, J. D., Anesthesiology 17:414, 1956. 3 Shideman, F. E.: Postgrad. Med. 24:207, 1958. 4 Berger, F.: Pharmacol. Rev. 1:243, 1949.

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eat, drink, and be marry...

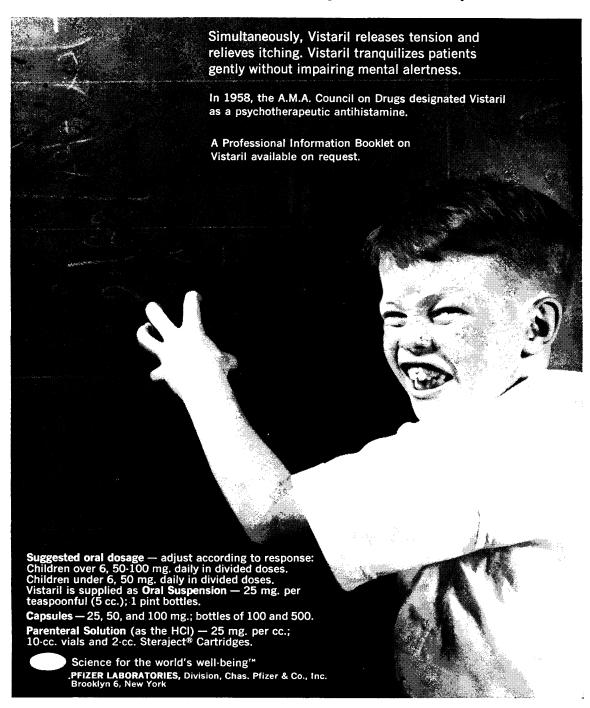
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ORAL SUSPENSION

restores tranquility: relieves pruritus



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(Continued from Front Advertising Section, Page 42)

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A.M.A. APPROVED RESIDENCY—ROTATING—400-bed County Hospital in community offering pleasant living within two-hour drive of San Francisco Bay Area. Teaching staff includes 37 Board or Boardeligible physicians. Adequate stipend. One position now available, additional position December. California license or eligibility required. Contact Medical Director, Stanislaus County Hospital, 830 Scenic Drive, Modesto, California.

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SAN FERNANDO VALLEY, Nine (9) years in location. \$45,000 grossed past few years. Outside business and property will require all my time. Will stay on to make all industrial and company contacts. General practice, 300 ma X-ray, complete laboratory set-up, attached apartment for physician or employees. Fast growing community. Monthly payments or cash. Virgil P. Arklin, M.D., 9693 Laurel Canyon Boulevard, Arleta, California.

GENERAL PRACTICE in San Joaquin Valley city ninety minutes from San Francisco. Fully equipped. Gross \$50,000. Leaving for training. Available March, 1960 or sooner. Terms according to AMA Recommendations. Box 95,110, California Medicine.

SANTA ANA—Orange County in Southern California—the fastest growing section in the country. General Practitioner wishes to retire after 37 years of a large and active practice. Will introduce patients. Excellent opportunity for approximate cost of office equipment. Box 95,080, California Medicine.

EQUIPMENT FOR SALE

WESTINGHOUSE FLUOROSCOPE complete with hand crank tilting fluoroscopic table (gray), a fixed self-contained tubehead with a set MA and KV, type B fluoroscopic screen and footswitch. Talcott Bates, M.D., 920 Cass Street, Monterey, California. Telephone: FRontier 2-5843.

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FOR LEASE: X-RAY DEPARTMENT. Long established and operating institution, doing now \$160,000 gross per year. Rental \$3,000 per month. Right man could double the volume in this fast growing area. Available only qualified individual. For details, contact Mr. Leon Ballard, 400 North Pomona Avenue, Fullerton, California. LAmbert 5-4753.

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MEDICAL WRITING, research reports, abstracting, etc., can be done for you at your convenience. Reasonable rates are based according to project. Extensive, up-to-date biomedical library and periodical facilities used for all research. Sydney Fink, 11241 Saticoy Street, Sun Valley, California.

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PLEASANT HILL, ESTABLISHED MEDICAL SUITE available immediately in center of shopping area. Six (6) rooms, 1,100 sq. ft., two (2) treatment rooms, X-ray room, private office, waiting room with alcove for receptionist. Drug store in building. Near to two hospitals. Close to San Francisco. Good location for General Practitioner or Pediatrician. Contact: Mr. Ray Warren, Warren Drugs, 185 North Pleasant Road (corner of Grayson Road), Pleasant Hill, California. Telephone: YE 4-2984.

WELL ESTABLISHED PRACTICE Central California. Average yearly gross \$55,000. Modern office completely equipped. Forced to sell on account of illness. Box 95,120, California Medicine.

COVINA—MEDICAL BUILDING suitable three to five doctors. Opposite 250-bed Inter-Community Hospital. Available December 1959. Contact Glenn Reed, 226 West College, Covina, California. Telephone ED 9-1294.

MEDICAL OFFICE—LEASE OR SALE. Los Angeles area. Growing community. Opportunity—Heart of business district. New open hospital close. Six (6) room office ground floor. Box 95,020, California Medicine.

NOW LEASING—ONE-STORY, MODERN AIR-CONDITIONED MEDI-CAL SUITES, in expanding Southern California community; ample parking, 5 minutes from large open staff hospital. Write: S. J. Oftedal, M.D., 823 North Park Avenue, Pomona, California.

GILBERT MEDICAL CENTER, ANAHEIM. Medical suites for lease to: Pediatrician, Obstetrician-Gynecologist, Internist and Allergist. Leasing only one suite to each specialty. New building with suites individually heated and air-conditioned, located directly across street from hospital. Telephone TAylor 8-2460 collect, or write Gilbert Medical Center, 925 South Gilbert, #4, Anaheim, California.

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AVAILABLE IMMEDIATELY, or May 1960, established modern medical suite. 800 sq. ft., four (4) treatment rooms, ground floor. Location suitable for pediatrician, general practitioner, or group practice. Area can use more medical men. Well established drug store and dental suite adjoin medical suite. Contact: E. A. Avakoff, D.D.S., 213 San Felipe Avenue, South San Francisco, California. Telephone: JUniper 3-7575.

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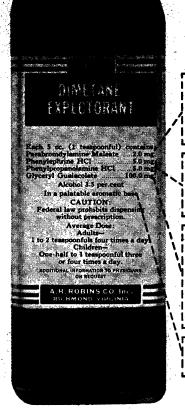
LOS ALTOS—FOR LEASE—Two-room suite in practically new building which was recently remodeled with use of common reception room and laboratory facilities. On an active corner in the center of town. Box 95,135, California Medicine.

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The California Medical Association is now offering placement assistance through the Physicians Placement Service, 693 Sutter Street, San Francisco 2. This service is solely for the use of physicians seeking locations, assistants, or associates.

see how this new comprehensive

formula controls cough!



the antihistamine most likely to succeed

two highly approved decongestants

the expectorant that works best increases respiratory tract fluid almost 200%

tastes good!

for less frequent, more productive cough DIMETANE EXPECTORANT DIMETANE EXPECTORANT-DC-

with added dihydrocodeinone 1.8 mg./5 cc. when additional cough suppressant action is needed



CHLOROMYCETIN®

"In selecting the antibiotic of choice for treating urinary pathogens, in vitro testing is essential."

Numerous studies²⁻⁹ attest the wide antibacterial activity of CHLOROMYCETIN—"...often effective against organisms which are resistant to the other broad-spectrum antibiotics." For example: "...it often provides a means of controlling infections due to such resistant organisms as *Proteus*."

"B. proteus exhibits a greater sensitivity to chloramphenicol than to other antibiotics," according to one investigator. Another reported: "Proteus bacilli are often drug resistant, but significant activity against them is exhibited by chloramphenicol...." In the latter study, CHLOROMYCETIN "...showed the greatest activity among the agents tested against E. coli, A. aerogenes, and Proteus species." CHLOROMYCETIN (chloramphenicol. Parke-Davis) is available in a variety of forms, including Kapseals® of 250 mg.

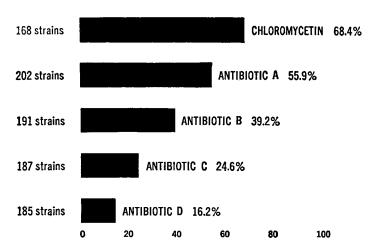
CHLOROMYCETIN (chloramphenicol, Parke-Davis) is available in a variety of forms, including Kapseals® of 250 mg., in bottles of 16 and 100.

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

REFERENCES: (1) Holloway, W. J., & Scott, E. G.: Delaware M. J. 29:159, 1957. (2) Suter, L. S., & Ulrich, E. W.: Antibiotics & Chemother. 9:38, 1959. (3) Murphy, J. J., & Rattner, W. H.: J.A.M.A. 166:616, 1958. (4) Rhoads, P. S.: Postgrad. Med. 21:563, 1957. (5) Horton, B. F., & Knight, V.: J. Tennessee M. A. 48:367, 1955. (6) Seneca, H.: Am. Pract. & Digest Treat. 10:622, 1959. (7) Hall, W. H.: M. Clin. North America 43:191, 1959. (8) Seneca, H., et al.: J. Urol. 81:324, 1959. (9) Wolfsohn, A. W.: Connecticut Med. 22:769, 1958.



IN VITRO SENSITIVITY OF PROTEUS SPECIES TO CHLOROMYCETIN AND TO FOUR OTHER ANTIBIOTICS*



^{*}Adapted from Suter & Ulrich.²
These antibiotics were tested by the tube dilution method, using a concentration of 12.5 mcg/ml. The percentages represent the total number of sensitive strains found in five *Proteus* species.

PARKE, DAVIS & COMPANY - DETROIT 32, MICHIGAN







LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

• treats their • • • acne • while they wash

degreases the skin

helps remove blackheads

dries and peels the skin

...and this is how it works

Fostex provides essential actions necessary in treating acne. It washes off excess oil. It unblocks pores by penetrating and softening blackheads. It dries and peels the skin, removing papule coverings, thus permitting drainage of sebaceous glands.

Fostex contains Sebulytic®,* a combination of surfaceactive wetting agents with remarkable antiseborrheic, keratolytic and antibacterial actions...enhanced by sulfur 2%, salicylic acid 2%, hexachlorophene 1%.

*sodium lauryi sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Your patients will like Fostex because it is so simple to use. They simply wash acne skin 2 to 4 times a day with Fostex, instead of using soap.



FOSTEX CREAM



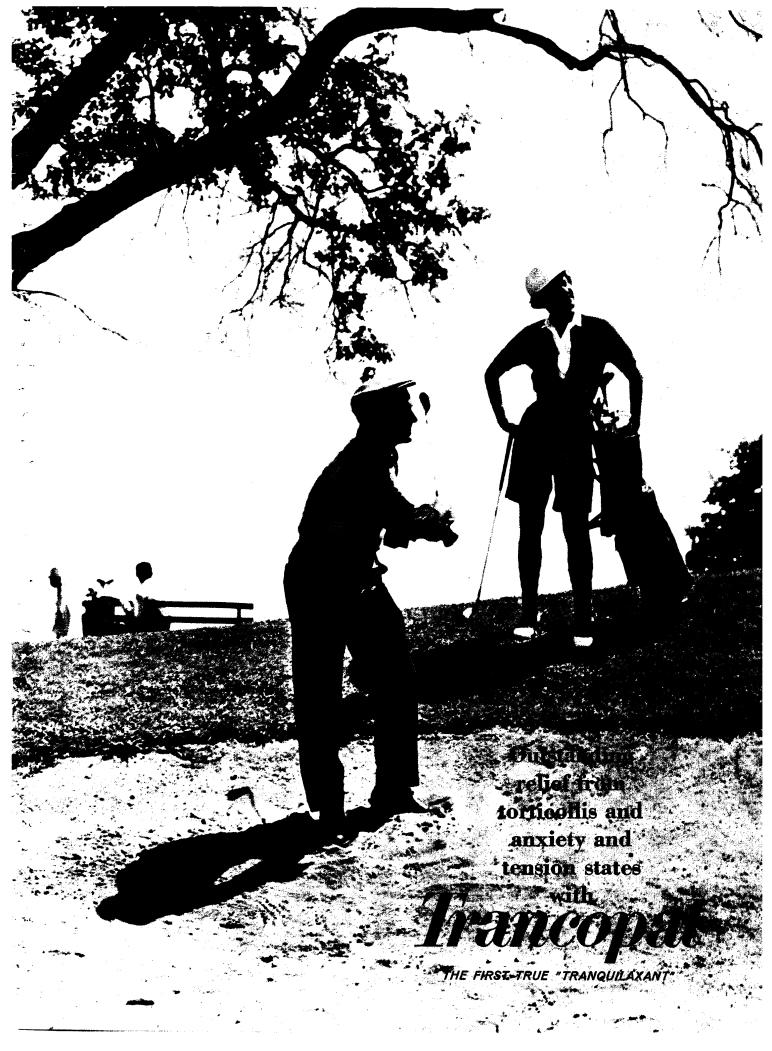
. . . in 4.5 oz. jars. For therapeutic washing in the initial phase of oily acne treatment.

Write for samples.

... In bar form. For therapeutic washing to keep the skin dry and free of blackheads during maintenance therapy. Also used in relatively less oily acne.

WESTWOOD PHARMACEUTICALS

Buffalo 13, New York



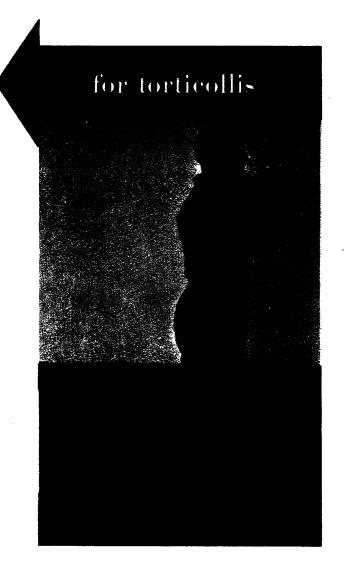
Here is what you can expect when you prescribe

case profile no. 2840*

A 55-year-old man complained of a painful, very stiff neck on the left side. There was marked muscle spasm that seemed to involve primarily the trapezius muscle. He had a severe headache, with the pain radiating down the left side of the neck to the shoulder. There were no other findings on physical examination and results of routine laboratory tests were normal.

Trancopal was prescribed in a dosage of 200 mg. q.i.d. The first and second dose of Trancopal gave only moderate relief. However, after the third dose, there was marked relief of the stiffness of the neck, as well as the headache and shoulder pain.

After the fourth dose, medication was gradually decreased and was discontinued on the sixth day. One week later, the patient had moderate recurrence of the torticollis, and Trancopal was again prescribed in doses of 200 mg. q.i.d. The patient obtained complete relief in one day and no further treatment was required.





case profile no. 3382*

A 35-year-old woman, a professional model, had an acute, severe attack of anxiety. She was irrational and unable to eat, and was very restless.

Initial medication consisted of aspirin with codeine and later meprobamate. Neither was effective, and the patient's condition became worse. She had to be hospitalized because of the marked anxiety. Trancopal was then prescribed in a dosage of 200 mg. q.i.d., in addition to bed rest.

After the second dose of 200 mg. of Trancopal, the patient became calm and rational, and was able to eat. The dosage of Trancopal was gradually reduced to 100 mg. q.i.d. on the fourth hospital day, after which the patient was discharged and was able to return to her normal occupation.

*Clinical Reports on file at the Department of Medical Research, Winthrop Laboratories.

Turn page for complete listings of Indications and Dosage.

▼THE FIRST TRUE "TRANQUILAXANT" Irancopal

potent MUSCLE RELAXANT effective TRANQUILIZER

Indications:

Musculoskeletal¹

Neck pain (torticollis, etc.) Low back pain (lumbago, etc.)

Bursitis

Rheumatoid arthritis

Osteoarthritis

Disc syndrome

Fibrositis

Ankle sprain, tennis elbow, etc.

Myositis

Postoperative muscle spasm

Psychogenic¹

Anxiety and tension states

Dysmenorrhea

Premenstrual tension

Asthma

Angina pectoris

Alcoholism

Dosage: Adults, 100 or 200 mg. orally three or four times daily. Relief of symptoms occurs in fifteen to thirty minutes and lasts from four to six hours. The higher dosage is recommended for the treatment of patients in the acute stages of painful musculospastic conditions, and anxiety and tension states. Children (5 to 12 yrs.), 50 mg. three or four times daily.

Supply:



Trancopal Caplets®

100 mg. (peach colored, scored), bottles of 100.



Trancopal Caplets

200 mg. (green colored, scored), bottles of 100.

"Chlormethazanone [Trancopal] not only relieved painful muscle spasm, but allowed the patients to resume their normal activities with no interference in performance of either manual or intellectual tasks."2

"The effect of this preparation in these cases [skeletal muscle spasm] was excellent and prompt ..."3

"... Trancopal is a most valuable drug for relieving tension, apprehension and various psychogenic states."4

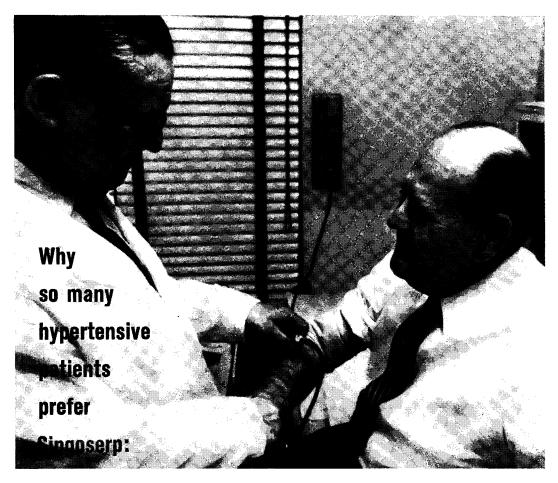
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- 2. Lichtman, A. L. (N.Y. Polyclinic M. Sch. & Hosp.):
- Kentucky Acad. Gen. Pract. J. 4:28, Oct., 1958.

 3. Mullin, W. G., and Epifano, Leonard (Long Island College Hosp.): Am. Pract. & Digest Treat. To be published.
 4. Ganz, S. E. (New York, N. Y.): J. Indiana M. A. 52:1134,

Winthrop LABORATORIES
New York 18, New York

Trancopal (brand of chlormezanone) and Caplets, trademarks reg. U.S. Pat. Off. Printed in U.S.A. 9-59 (1400M)





It spares them from the usual rauwolfia side effects

FOR EXAMPLE: "A clinical study made of syrosingopine [Singoserp] therapy in 77 ambulant patients with essential hypertension demonstrated this agent to be effective in reducing hypertension, although the daily dosage required is higher than that of reserpine. Severe side-effects are infrequent, and this attribute of syrosingopine is its chief advantage over other Rauwolfia preparations. The drug appears useful in the management of patients with essential hypertension."*

*Herrmann, G. R., Vogelpohl, E. B., Hejtmancik, M. R., and Wright, J. C.: J.A.M.A. 169:1609 (April 4) 1959.





(syrosingopine CIBA)

First drug to try in new hypertensive patients
First drug to add in hypertensive patients already on medication

SUPPLIED: Singoserp Tablets, 1 mg. (white, scored); bottles of 100. Samples available on request. Write to CIBA, Box 277, Summit, N. J.

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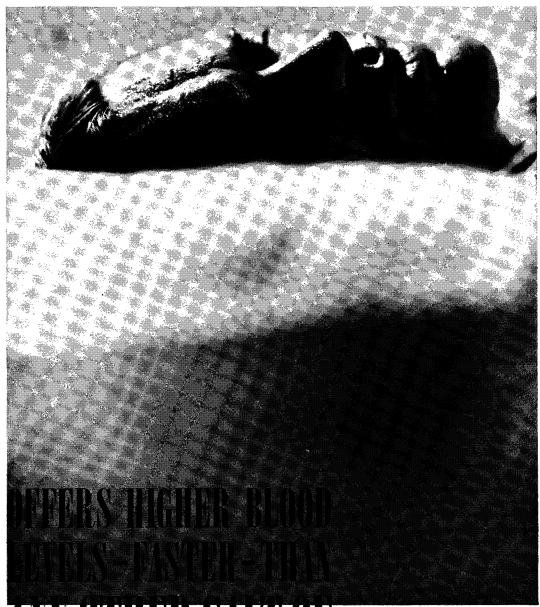
THINGS THAT ENDURE

Good things endure...a work of art, a literary classic, a proud bridge...a dependable pharmaceutical. Such is **Desitin Ointment**. For over 35 years Desitin Ointment has endured as an incomparable, safe way to prevent and clear up diaper rash ... and as a soothing, healing application in wounds, burns, external ulcers and other skin injuries.

Desitin[®]

DESITIN CHEMICAL COMPANY

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.



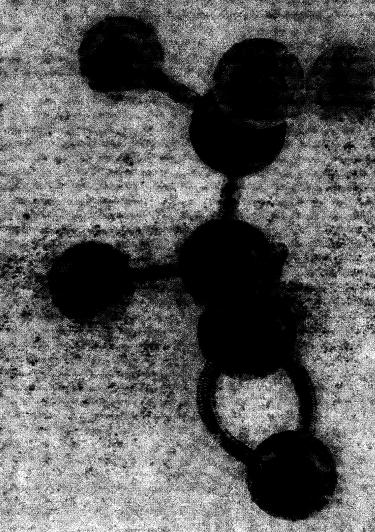
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ABBOTT

Supplied: Compocillin-VK Filmtabs, 125 mg. (200,000 units), bottles of 50 and 100; 250 mg. (400,000 units), bottles of 25 and 100. Compocillin-VK Granules for Oral Solution come in 40-cc. and 80-cc. bottles. When reconstituted, each 5-cc. teaspoonful represents 125 mg. (200,000 units) of potassium penicillin V.

 $in\ tiny,\ easy-to-swallow\ Filmtabs^{\circ}\ in\ tasty, cherry-flavored\ Oral\ Solution$

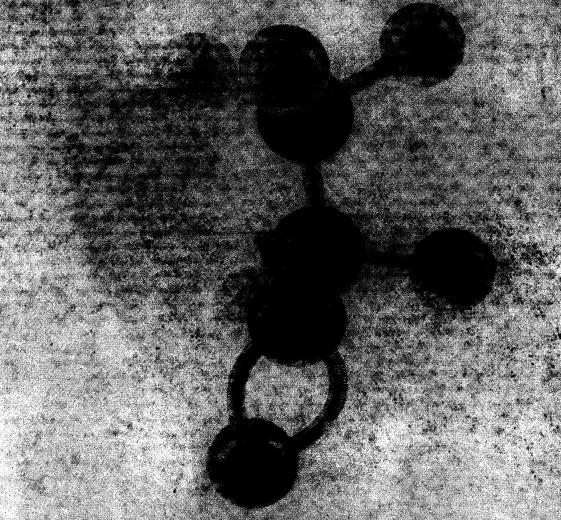
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IS MOLECULAR ASYMMETRY ACCOMPANIED BY UNSURPASSED THERAPEUTIC EFFICACY VIA THE SAFER ORAL ROUTE?

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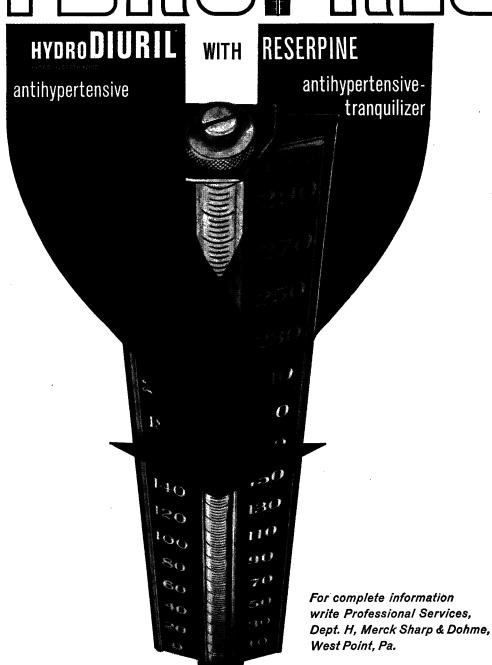


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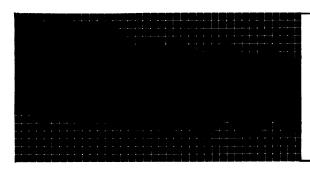
This question will be answered soon...



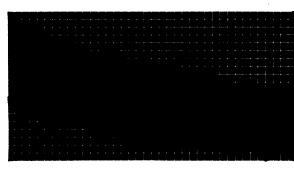
greater antihypertensive effect...fewer side effects



HYDRODIURIL alone



RESERPINE alone



HYDROPRES

much more effective than either of its components alone

- Effective by itself in a majority of patients. Provides smooth, more trouble-free management of hypertension.
- Since HYDRODIURIL and reserpine potentiate each other, the required dosage of each is lower when given together as HYDROPRES than when either is given alone.
- HYDROPRES provides the needed and valuable tranquilizing effect of reserpine.
 Lower dosage may reduce such side effects of reserpine as excessive sedation and depression.
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- Headache, dizziness, palpitations and tachycardia are usually promptly relieved.
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- With HYDROPRES, dietary salt may be liberalized.
- Convenient, controlled dosage.

HYDROPRES-25

25 mg. HYDRODIURIL, 0.125 mg. reserpine. One tablet one to four times a day.

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50 mg. HYDRODIURIL, 0.125 mg. reserpine. One tablet one or two times a day.

If the patient is receiving ganglion blocking drugs or hydralazine, their dosage must be cut in half when HYDROPRES is added.

NOW Coronal Control of the Control o





(propionyl erythromycin ester lauryl sulfate, Lilly)

Deliciously flavored • Decisively effective • Exceptionally safe



Each 5-cc. teaspoonful provides Ilosone Lauryl Sulfate equivalent to 125 mg. erythromycin base activity.

USUAL DOSAGE

10 to 25 pounds 5 mg. per pound of

body weight

25 to 50 pounds 1 teaspoonful Over 50 pounds 2 teaspoonfuls

teaspoonful every six hours

In more severe infections, these dosages may be doubled.

SUPPLIED in bottles of 60 cc.

NEW! ILOSONE DROPS

LAURYL SULFATE



Formula: Each drop provides llosone Lauryl Sulfate equivalent to 5 mg. erythromycin base activity.

Supplied in bottles of 10 cc.

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MADRIBON

Backed by the fastest growing bibliography of any anti-infective agent, Madribon is already widely established as the new alternative because (1) it quickly controls the infection—in more than 90% of reported cases, including some due to resistant strains; (2) it is safe—less than 2% side effects, generally of a mild nature; (3) it is economical.

MADRIBON● — 2,4-dimethoxy-6-sulfanilamido-1, 3-diazine MADRIQID^{T-M} ROCHE●



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MADRIBON Pediatric Drops

AND...when q.i.d. dosage
is desirable MADRIQID

[125-mg capsule form of Madribon]

Dosage: MADRIBON TABLETS (0.5 Gm) and SUSPENSION (0.25 Gm/teasp.)
For severe infections:

Continue therapy for 5 to 7 days or until patient is asymptomatic for at least 48 hours. For mild infections: Less severe infections will usually respond to one-half the above dosage. MADRIBON PEDIATRIC DROPS—10-cc plastic container with special tip for dispensing drop dosage—each cc (20 drops) provides 250 mg Madribon.

relieve the tension—and control its G.I. sequelae



...Pathibamate

meprobamate with PATHILON® tridihexethyl chloride Lederle

for relieving tension and curbing hypermotility and excessive secretion in G.I. disorders

PATHIBAMATE combines two highly effective and well-tolerated therapeutic agents:

meprobamate (400 mg. or 200 mg.) — a tranquilizer and muscle-relaxant widely accepted for the effective management of tension and anxiety PATHILON (25 mg.)—ananticholinergic long noted for producing prompt symptomatic relief through peripheral, atropine-like action, yet with few side effects

now available...

PATHIBAMATE-200 Tablets

200 mg. meprobamate · 25 mg. PATHILON

for more flexible control of G. I. trauma and tension smooth, sugar-coated, easy-to-swallow

PATHIBAMATE-400 and PATHIBAMATE-200 are indicated for duodenal ulcer; gastric ulcer; intestinal colic; spastic and irritable colon; ileitis; esophageal spasm; anxiety neurosis with gastrointestinal symptoms and gastric hypermotility.

Supplied: PATHIBAMATE-400 - Each tablet (yellow, 1/2-scored) contains

meprobamate, 400 mg.; PATHILON tridihexethyl chloride, 25 mg. PATHIBAMATE-200 — Each tablet (yellow, coated) contains meprobamate, 200 mg.; PATHILON tridihexethyl chloride, 25 mg.

Administration and Dosage: PATHIBAMATE-400-1 tablet three times a day at mealtime and

2 tablets at bedtime.

PATHIBAMATE-200-1 or 2 tablets three times a day at mealtime

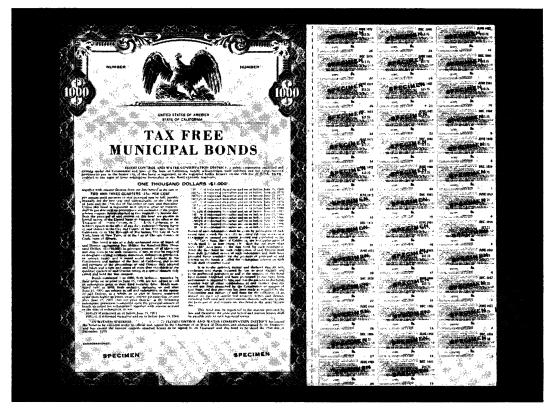
and 2 tablets at bedtime.

Adjust dosage to patient response.

Contraindications: glaucoma, pyloric obstruction, and obstruction of the urinary bladder

neck.





Coupons attached to this bond, are redeemable for tax-exempt interest. Bonds like this are issued by municipal school, sanitation, flood control and hospital districts, counties, cities and states to finance civic improvements.

ALL the income is yours

The money you invest in municipal bonds works harder for you — because it works only for you. None of the interest received is subject to Federal Income Tax. You don't even report it. If you're in a medium or high tax bracket* a tax-free bond may yield more "take-home" income than the taxable return from other investments.

You can reduce your income tax. When taxable investment income is added to your salary or other business income, your income tax rate can increase substantially. You can lower your tax bracket and cut the tax on all your income by changing some of your taxable income to tax-free income. The interest you earn from municipal bonds, regardless of the amount you receive, does not increase your tax bracket.

Safety. Bonds of school and other municipal districts are legal and binding obligations of the political subdivisions which issue them. Interest is paid — usually twice a year — from taxes or revenues which are collected in the community. The record of prompt payment on municipal bonds is second only to the U.S. Government.

Steady income. When you purchase high-grade municipal bonds you know in advance the yield you will earn over a period of years on your investment. Since these bonds are available in a wide range of maturities — from one through twenty years or more, you can select one which fits your personal financial requirements.

At today's prices, tax-free municipal bonds offer attractive yields and the opportunity to increase the stability and safety of your income.

*Our study shows you how to compare "takehome" income from tax-free bonds with taxable income from other investments, according to the amount of your total income and the tax bracket you are in.

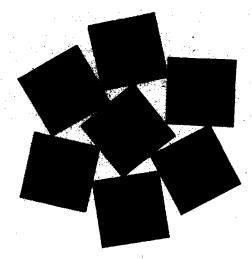
If you pay taxes on income of \$10,000 or more, you'll want to read our interesting study. We'll send it to you together with our current offerings of state and municipal bonds. Just ask for information on Tax-Exempt Bonds as advertised in California Medicine. Write or call any of our 22 California offices. Look for our trade mark in the classified section of your telephone directory under "brokers."

DEAN WITTER & Co.

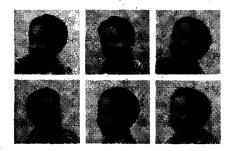
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BEVERLY HILLS EUREKA FRESNO LAGUNA BEACH LONG BEACH MODESTO OAKLAND PALO ALTO SACRAMENTO SAN BERNARDINO San diego san jose san marino santa ana santa barbara santa monica santa rosa stockton ventura visalia



no more battles at vitamin time



Delectavites



delectable, chewable, chocolate-like vitamin-mineral nuggets

No fights, no battles at vitamin time because children love to chew DELECTAVITES. These delectable, easily chewable chocolate nuggets supply all essential vitamins as well as minerals so necessary during the years of growth. As soon as children can chew, they can go directly from vitamin drops to DELECTAVITES. And, now you can be sure your little patients will follow your instructions about taking their daily vitamins.

Each nugget centains: Vitamin A=5000 Units*/Vitamin D=1000 Units*/Vitamin C=75 mg./Vitamin E=2 Units* Vitamin B1=2.5 mg./Vitamin B2=2.5 mg./Vitamin B2=2.5 mg./Vitamin B2=3.5 mg./Vitamin B2=3.6 mg./Vitamin B2=3.6 mg./Vitamin B2=3.6 mg./Pathenol=5 mg./Pathenol=5 mg./Pathenol=5 mg./Pathenol=5 mg./Pathenol=5 mg./Pathenol=3.0 mg./Path

desage: one Delectavites daily. supply: Box of 30 (one month's supply), Box of 90 (three months' supply).

Males

WHITE LABORATORIES, INC., KENILWORTH, NEW JERSEY

TABRE IS A DIFFERENCE

Isolyte has been proven effective with thousands of patients.

Isolyte...the balanced electrolyte solution for routine use.

Isolyte...a product of
Baxter...pioneer
in completely integrated
parenteral systems.

prescribe ISOLYTE



leader in parenterals since 1928
...a symbol of quality in research,
product and service.

ISOLYTE contains in each 100 cc: Sodium Acetate N.F. 0.64 Gm.*; Sodium Chloride U.S.P. 0.5 Gm.; Potassium Chloride U.S.P. 0.075 Gm.; Sodium Citrate U.S.P. 0.075 Gm.*; Calcium Chloride U.S.P. 0.035 Gm.; Magnesium Chloride Hexahydrate 0.031 Gm.

*Bicarbonate precursors.

modern physicians prefer

ISOLYTE®



DON BAXTER, INC. Research and Production Laboratories

GLENDALE, CALIFORNIA

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the non-instaling. expendable enema.

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Each 120 cc. et contains:

Sorbitol Solutio F....43 Gm.

Dioctyl Potassium

Sulfosuccinate...0.12 Gm.

BAXTER

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Research and Production Laboratories,

GLENDARE, GALIPORNIA

buoy up your patients nutritionally

in pregnancy
lactation
convalescence
deficiency states
dietary restrictions
digestive dysfunction

with

Saturation Dosage

of water-soluble vitamins B and C

ALLBEE



Each capsule contains:

Thiamine
Mononitrate (B₁) 15 mg.
Riboflavin (B₂) 10 mg.
Nicotinamide 50 mg.
Calcium Pantothenate 10 mg.

Pyridoxine

Hydrochloride (B₆) 5 n

Ascorbic Acid

(vitamin C) 250 ms

Robins

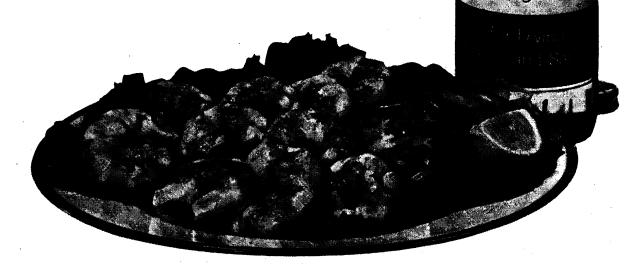
A. H. Robins Co., Inc., Richmond 20, Va. Emissi Pharmacopicals of Merit since 1878

rock-bottom economy for peak-high villamin values for your patients

A Significant Statement about Serum Cholesterol and Dietary Fats

It is now well recognized that serum cholesterol levels in man can be lowered by the judicious substitution of one type of dietary fat for another. However, it is relevant to inquire whether a patient can be assured that such a radical change in his dietary habits will prevent coronary occlusion or a cerebral vascular accident. This question must unfortunately be answered in the negative, for it has not been proved that lowering the level of serum cholesterol will prevent either the occurrence or the endresults of atherosclerosis. At the present time, clear proof of this proposition still seems many years away. Nevertheless, there are many reasons for believing that there is some connection between cholesterol metabolism and atherosclerosis, and, while waiting for elucidation of this relationship by laboratory workers, it seems justifiable to apply certain dietary procedures that are theoretically harmless and possibly beneficial.

(Excerpted from J.A.M.A., Aug. 29, 1959)



Where a <u>poly</u>-unsaturated oil is called for in the diet, Wesson satisfies the most exacting requirements (and the most exacting appetites).

To be effective, a diet must be *eaten* by the patient. The majority of housewives prefer Wesson,* particularly by the criteria of odor, flavor (blandness) and lightness of color.

Uniformity you can depend on. Wesson has a polyunsaturated content better than 50%. Only the lightest cottonseed oils of highest iodine number are selected for Wesson, and no significant variations in standards are permitted in the 22 exacting specifications required before bottling.

Each pint contains 437-524 Int. Units of Vitamin E.

Wesson's Important Ingredients:

Linoleic acid glycerides 50% to 55%
Phytosterol (predominantly beta sitosterol) 0.4% to 0.7%
Total tocopherols 0.09% to 0.12%

Never hydrogenated-completely salt free

*Reconfirmed by recent tests against the next leading brand with brand identifications removed, among a national probability sample.

For the treatment of Infant colic SKOPYL quickly and effectively relieves and prevents abdominal pain and distention always identified with infant colic.

Easy Administration: Just one or two drops of SKOPYL under the tongue, 20 —30 minutes before each feeding — or 3 drops for an acute attack of colic.

Fast Action: The rapid absorption of SKOPYL into the blood stream via the sublingual or oral route often gives immediate and dramatic relief of acute abdominal pain characteristic of infant colic.

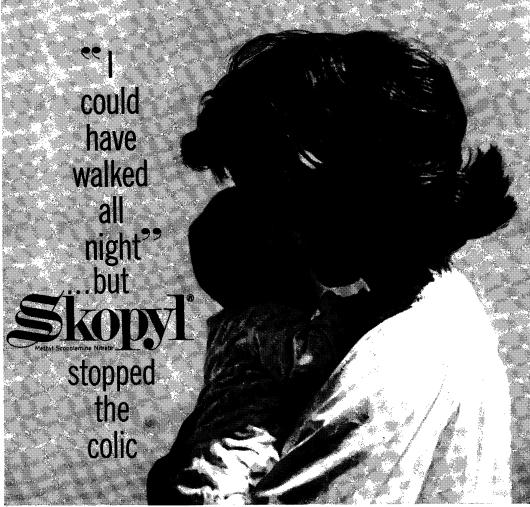
Effective: SKOPYL is more effective because of its selective peripheral action without influence on the

central nervous system. Even when there is regurgitation and vomiting, SKOPYL is effective when administered orally or sublingually. During administration of SKOPYL, frequent, loose, and mucold stools will become firm — often within 24 – 48 hours.

Action and Safety: The main effect of SKOPYL is peripheral. It has a particularly depressant effect on the tonus and motility of smooth musculature of the gastrointestinal tract. Because of SKOPYL's high degree of selective action and favorable therapeutic index, the recommended small volume dose can generally be given with a minimum incidence of side effects.

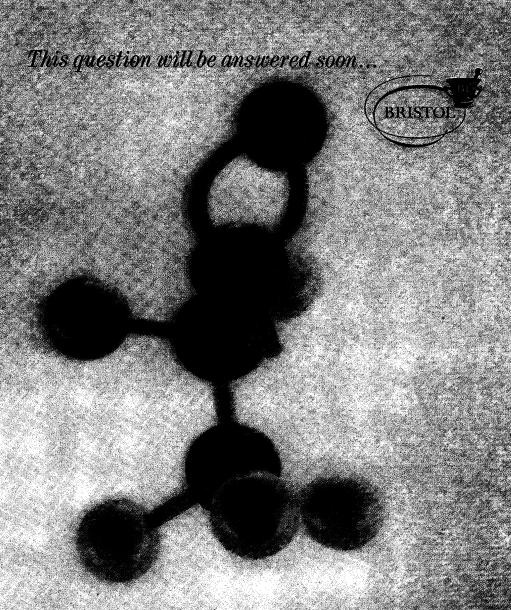
Indications: Colic (paroxysmal fussing, infantile dyspepsia, irritable crying), infantile vomiting, infantile diarrhea, pyloric spasm. Precautions: Fluid balance should be restored in dehydrated infants or those with oliguria before beginning treatment with SKOPYL. Available: 5 cc. dropper bottle.

One drop = 0.6 mg.; 40 drops = 1 cc.



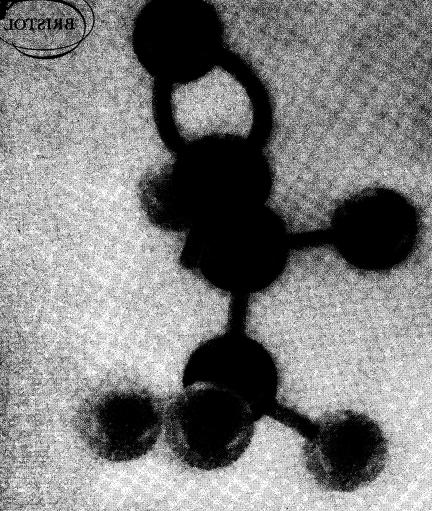
Pharmacia Laboratories Inc., 501 Fifth Avenue, N. Y. 17, N. Y.

IS MOLECULAR ASYMMETRY ACCOMPANIED BY AN IMPROVED DOSE-BEOOD LEVEL RELATIONSHIP?



IS MOLECULAR ASYMMETRY ACCOMPANIED BY AN TMPROVED DOSE-BLOOD LEVEL RELATIONSHIP?

This question will be answered soon.



NOW

...a new way
to relieve pain
and stiffness
in muscles
and joints

INDICATED IN:

MUSCLE STIFFNESS

LUMBOSACRAL STRAIN

SACROILIAC STRAIN

WHIPLASH INJURY

BURSITIS

SPRAINS

TENOSYNOVITIS

FIBROSITIS

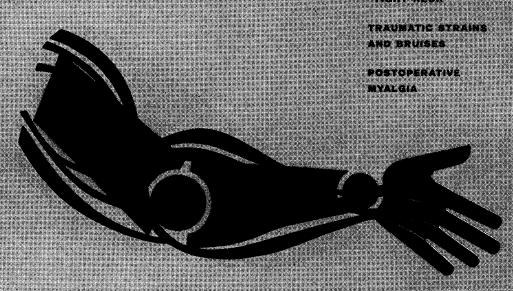
FIBROMYOSITIS

LOW BACK PAIN

DISC SYNDROME

SPRAINED BACK

"TIGHT NECK"



- Exhibits unusual analgesic properties, different from those
- of any other drug Specific and superior in relief of SOMAtic pain
- Modifies central perception of pain without abolishing natural
- defense reflexes Relaxes abnormal tension of skeletal muscle



N-isopropyl-2-methyl-2-propyl-1, 3-propanediol dicarbamate

- More specific than salicylates Less drastic than steroids
- More effective than muscle relaxants

soma has an unique analgesic action. It apparently modifies central pain perception without abolishing peripheral pain reflexes. Soma is particularly effective in relieving joint pain. Patients say that they feel better and sleep better with Soma than with any previously used analgesic, sedative or relaxant drug.

Soma also relaxes muscle hypertonia, with its stresses on related joints, ligaments and skeletal structures.

ACTS FAST. Pain-relieving and relaxant effects start in 30 minutes and last 6 hours.

NOTABLY SAFE. Toxicity of SOMA is extremely low. No effects on liver, endocrine system, blood pressure, blood picture or urine have been reported. Some patients may become sleepy on high dosage.

EASY TO USE. Usual adult dose is one 350 mg. tablet 3 times daily and at bedtime.

SUPPLIED: Bottles of 50 white sugar-coated 350 mg. tablets. Literature and samples on request.



Wallace Laboratories, New Brunswick, N. J.



TABLETS AND ELIXIR

To add life to years—not merely years to life . . . Niatric sharpens mental acuity and promotes a return to more normal social and physical activity for your aged patients.

In the Old Age Syndrome . . . Niatric relieves confusion, forgetfulness, irritability, depression and apathy—the penalties of advancing age.

Niatric contains: Each Tablet: 5 cc. Elixir:
Pentylenetetrazol 100 mg. 100 mg.
Nicotinic Acid 50 mg. 50 mg.
Ascorbic Acid 100 mg. 100 mg.
Bioflavonoids 100 mg.
Alcohol 15%

Average Dose: 1 tablet or 1 tsp. (5 cc.) t.i.d. Supply: Tablets, bottles of 100 and 500. Elixir, bottles of 1 pint.

- Niatric improves respiration and cerebral function
- Niatric improves circulation
- Niatric protects capillary integrity
- Niatric prevents brain tissue hypoxia

Send now for samples and literature . . .

B. F. ASCHER AND COMPANY, INC.



drowsiness (other side effects) rare...relief prompt...toxicity low

Investigators cite this new antihistamine's lack of side effects, its speed of action and its excellent tolerance. Nineteen investigators have treated over 800 patients with ALLERCUR. In 297 recent cases, 91% were side-effect-free. ALLERCUR is supplied in bottles of 100 scored tablets, each containing 20 mg. Clemizole HCl. Average dose is 2 to 4 tablets daily.

when allergies occur RALLERCUR

(Clemizole HCI)

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•Trademark Bibliography available on request.



A sense of frustration and inadequacy, faulty nutrition, waning gonadal function—RITONIC meets all these problems of middle age and senile let-down. The unique combination of RITALIN, the safe central stimulant, with a balanced complement of vitamins, calcium, and hormones acts to renew vitality, re-establish hormonal and anabolic benefits, and improve nutritional status.

"We found Ritonic to be a safe, effective geriatric supplement..." "Patients reported an increase in alertness, vitality and sense of well being." 2

PRESCRIBE RITONIC

for your geriatric patients, your middle-aged patients and your postmenopausal patients.

Each Ritonic Capsule contains:

dicalcium phosphate

Ritalin® hydrochloride 5 mg. methyltestosterone 1.25 mg. ethinyl estradiol 5 micrograms thiamin (vitamin B_1) 5 mg. 1 mg. riboflavin (vitamin B_2) pyridoxin (vitamin B₆) 2 mg. vitamin B_{12} activity 2 micrograms nicotinamide25 mg.



Dosage: One Ritonic Capsule in mid-morning and one in mid-afternoon.

Supplied: Ritonic CAPSULES; bottles of 100.

References: 1. Natenshon, A. L.: J. Am. Geriatrics Soc. 6:534 (July) 1958.

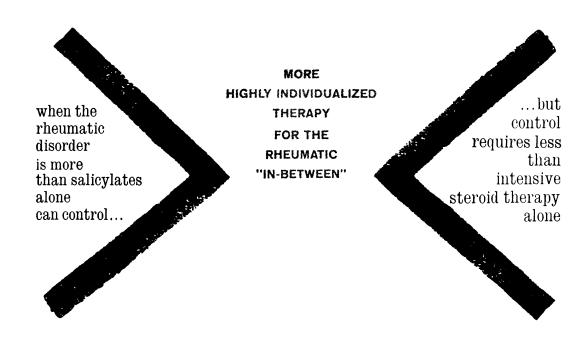
2. Bachrach, S.: To be published.

RITALIN® hydrochloride (methylphenidate hydrochloride CIBA)

250 mg.

C I B A SUMMIT, N. J.

2/2655MK



Aristo

wider latitude in adjusting dosage

ARISTOGESIC is particularly effective for relief of chronic — but less severe — pain of rheumatic origin. ARISTOGESIC combines the anti-inflammatory effects of ARISTOCORT® Triamcinolone with the analgesic action of salicylamide, a highly potent salicylate. Dosage requirements for ARISTOGESIC are substantially lower than generally required for each agent alone. The exceptionally wide latitude of dosage adjustment with ARISTOGESIC permits well-tolerated therapy for long periods of time with fewer side effects.

Indications: Mild cases of rheumatoid arthritis, tenosynovitis, synovitis, bursitis, mild spondylitis, myositis, fibrositis, neuritis, and certain muscular strains.

Dosage: Average initial dosage: 2 capsules 3 or 4 times daily. Maintenance dosage to be adjusted according to response.

Precautions: All precautions and contraindications traditional to corticosteroid therapy should be observed. The amount of drug used should be carefully adjusted to the lowest dosage which will suppress symptoms. Discontinuance of therapy must be carried out gradually after patients have been on steroids for prolonged periods.

Each ARISTOGESIC Capsule contains:

ARISTOCORT® Triamcinolone	0.5 mg.
Salicylamide	325 mg.
Dried Aluminum Hydroxide Gel	_
Ascorbic Acid	20 mg.

Supply: Bottles of 100 and 1,000.





LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, New York



One Geralin capsule contains: Vitamin A, 5,000 U.S.P. Units; Vitamin D, 500 U.S.P. Units; Thiamine Mononitrate, 5 mg.; Riboflavin, 2.5 mg.; Niacin, 15 mg.; Ascorbic Acid, 50 mg.; Pyridoxine HCl, .5 mg.; Calcium Pantothenate, 5 mg.; Folic Acid, .1 mg.; Vitamin E (from d-alpha Tocopheryl Acetate Conc.), 5 I.U.; Vitamin B₁₈, 2 mcg.; Intrinsic Factor Conc. (with Vitamin B₁₈), .1 Unit; Calcium (as CaHPO₄), 135 mg.; Phosphorus (as CaHPO₄), 105 mg.; Iron (as FeSO₄), 10 mg.; Cobalt (as CoSO₄), .05 mg.; Copper (as CuSO₄), .1 mg.; Zinc (as ZnSO₄), .1 mg.; Manganese (as MnSO₄), .1 mg.; Molybdenum (as Na₂MoO₄), .1 mg.; Magnesium (as MgSO₄), .25 mg.; Potassium (as K₂SO₄), 5 mg.; Iodine (as K1), .2 mg.; Fluorine (as NaF), .025 mg.; Choline Bitartrate, .50 mg.; Inositol, 12.5 mg.; Liver, whole, desic., 12.5 mg.; l-Glutamic Acid, 50 mg.; l-Lysine, 25 mg.; Citrus Bioflavonoids Complex, 25 mg.



running noses 🚓 🐔





and open stuffed noses orally

I'riaminic[®]

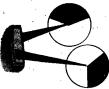
the leading oral nasal decongestant

- in nasal and paranasal congestion
- in sinusitis
- in postnasal drip
- in allergic reactions of the upper respiratory tract

safer and more effective than topical medication "."

- systemic transport to all respiratory membranes
- provides longer-lasting relief
- presents no problem of rebound congestion
- avoids "nose drop addiction"

Relief with Triaminic is prompt and prolonged because of this special timed-release action. beneficial effect starts in minutes, lasts for hours



first - the outer laver dissolves within minutes to produce 3 to 4 hours of relief

-the core disintegrates to give 8 to 4 more hours

Each TRIAMINIC Tablet provides: Phenylpropanolamine HCl50 mg. Pheniramine maleate25 mg. Pyrilamine maleate25 mg.

One-half of this formula is in the outer layer, the other half is in the core.

Dosage: One tablet in the morning, midafternoon and at bedtime.

References: 1. Lhotka, F. M.: Illinois M. J. 112: 259 (Dec.) 1957. 2. Fabricant, N. D.: E.E.N.T. Monthly 37:460 (July) 1958. 3. Farmer, D. F.: Clin. Med. 5:1183 (Sept.) 1958.

TRIAMINIC JUVELETS: Each timed-release Juvelet is equivalent in formula and dosage to one-half of a TRIAMINIC tablet, for the adult or child who requires only half strength dosage.

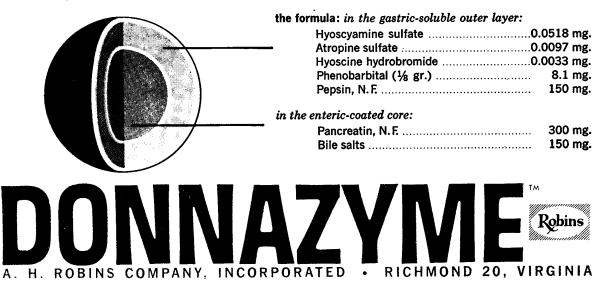
TRIAMINIC SYRUP is recommended for adults and children who prefer liquid medication. Each 5 ml. tsp. is equivalent to 1/4 of a Triaminic Tablet. Adults: 2 tsp. 3-4 times a day; children 6-12: 1 tsp. 3-4 times a day; children under 6: in proportion.

SMITH-DORSEY · a division of The Wander Company · Lincoln, Nebraska

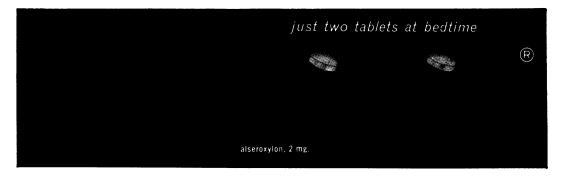


the complaint: "nervous indigestion"

the diagnosis: any one of several nonspecific gastrointestinal disorders requiring relief of symptoms by sedative-antispasmodic action with concomitant digestive enzyme therapy. the prescription: a new formulation, incorporating in a single tablet the actions of Donnatal and Entozyme. the dosage: two tablets three times a day, or as indicated.



Classic Treatment in Hypertension*



*Because

RAUWILOID provides effective Rauwolfia action virtually free from serious side effects ... the smooth therapeutic efficacy of Rauwiloid is associated with a lower incidence of certain unwanted side effects than is reserpine...and with a lower incidence of depression. Tolerance does not develop.

RAUWILOID can be initial therapy for most hypertensive patients...Dosage adjustment is rarely a problem.

When more potent drugs are needed, prescribe one of the convenient single-tablet combinations

Rauwiloid® + Veriloid®

alseroxylon 1 mg. and alkavervir 3 mg. or

${\it Rauwiloid}^{\circ} + {\it Hexamethonium}$

alseroxylon 1 mg. and hexamethonium chloride dihydrate 250 mg.

Many patients with severe hypertension can be maintained on Rauwlloid alone after desired blood pressure levels are reached with combination medication.



